

**IN THE "GOOD OLD DAYS"  
THIS GRAMOPHONE  
WAS THE ULTIMATE  
IN HOME ENTERTAINMENT!**



**broadcast  
advertising helps  
good things  
happen**



# 54th Annual Convention

Royal York Hotel, Toronto, May 5-7 1969

Opening Monday May 5 at the Royal York Hotel, the ACA Conference will hold its annual business meeting in the morning, followed by an open meeting to hear reports from the ABC, BBM, CARF and CCAB.

Monday's luncheon honors the recipient of ACA's Gold Medal, the highest award to an individual for services to, and accomplishments in, Canadian advertising. Speaker at this luncheon will be Robert S. Hurlbut, president of General Foods Ltd. whose topic will be *Business audits its social balance sheet*.

Following *Marketing's* presentation of the outstanding advertising campaigns of 1968, CRTC Chairman Pierre Juneau will deliver his *Reflections of a Canadian after one year as Chairman of the Canadian Radio-Television Commission*.

Knowlton Nash, CBC director of news and public affairs, will moderate a panel discussion on the CRTC, by Beland Honderich, president and publisher, *The Toronto Daily Star*; Senator Keith Davey; and Murray T. Brown, president and general manager, CFPL Broadcasting Ltd., London, Ont., with Juneau participating.

The President's Reception, cock-

tail party and dinner open to all personnel of ACA member companies only, and their ladies, will be held Monday evening.

"Advertising in Action" featuring seven case histories, will be presented Tuesday morning, including *The Charge Credit Card*, *Speedy Muffler King*, *La Céréale Tintin* (Quaker Oats), *MacMillan Bloedel*, *Rouli-roulant* (Coca-Cola), *Stelcolor* (Steel Co. of Canada) and *I.B.M.*

At Tuesday's Key Executives' luncheon, William McLean, president of Canada Packers Ltd., will talk on *The Climate for Business in Canada*.

At the afternoon session, *The Impact of Our Changing Society*, on Government, Education, Business and Advertising, will be discussed respectively by Hon. Eric Kierans, Minister of Communications; Dr. John Deutsch, principal of Queen's University; Leonard Hynes, president of CIL; and George Sinclair, president of ICA and of MacLaren Advertising Co. Ltd.

The annual dinner, Tuesday evening, will feature music by Bobby Gimby's orchestra and special entertainment.

Wednesday morning, C. Robert McGoldrick, professor of marketing,

Université Laval, will discuss *The French-Canadian Consumer: The Past is Prologue*, and Lucien Roy, president, Le Publicité-Club de Montréal, and vice-president and secretary, McKim/Benton & Bowles, will speak on *How do we Motivate the French-Canadian Buyer?* J.F. (Jack) Glasier, advertising manager, Ford Motor Co. of Canada, as president of CAAB will tell *What's Cooking on the CAAB Range*.

Victor Bloede, president of Benton & Bowles Inc., New York, will speak on *The Creative Scene 1969 and Beyond*. Following this, John Craig Eaton, manager, T. Eaton Co.'s London, Ont. store will discuss *The Department Store's Market: Like Young*; Eugene Hallman, vice-president and general manager, CBC English Networks, will talk on *Creative Television: A Look at the 70s*; H.E. (Hank) Karpus, senior vice-president and director of creative and media services, Ronalds-Reynolds & Co. Ltd. will discuss *Humor in Advertising*; and Hanley Norins, vice-president and associate creative director, Young & Rubicam Inc., New York, will tell *Why McLuhan is Wrong*.

Winding up the conference will be the annual cocktail party given by CFTO-TV Toronto.

**"RADIO Ottawa" | CFRA/CFMO**

**"THE BEST TWO STATION BUY  
IN THE CAPITAL" \***

**\*FOR THE PRICE OF ONE -  
"INVESTIGATE REACH PLAN #1"**



CONTACT YOUR MAJOR MARKET MAN

MONTREAL • TORONTO • VANCOUVER

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**CURRENTLY ENGAGED** in an all-out all-media bilingual campaign to build up public awareness that *advertising helps good things happen...publicité et prospérité vont de pair*, the Canadian Advertising Advisory Board is making use of car cards, outdoor and print as well as the broadcast media to emphasize their point.

Our cover illustrates some of the advertising copy being used in the campaign.

"In the 'good old days' this gramophone was the ultimate in home

entertainment," it reads. "Today we expect a lot more in the way of home entertainment...and the wide range of television sets, stereos, hi-fi sets and tape recorders show we get it too. Of course, the products of yesteryear came before the inventions of modern technology...before the economics of mass production...and before *advertising* could help make mass production possible in the first place! Take a look around you...part of our good life is the good things in it...and advertising helps good things happen."

The French version...

"Dans le 'bon vieux temps' ce phonographe était ce qu'il y avait de mieux pour se divertir chez soi! De nos jours, nous exigeons *beaucoup plus* pour nous divertir à la maison et

la grande variété de téléviseurs, de stéréos, d'appareils haute-fidélité et de magnétophones offerts prouve que nous l'obtenons. Bien entendu les articles primitifs arrivèrent avant l'ère de la technologie moderne...avant l'ère économique de la production massive...et avant que la *publicité* puisse tout d'abord justifier la production massive. Regardez bien autour de vous. Vous comprendrez pourquoi nous affirmons que publicité et prospérité vont de pair."

"Advertising is the highway into the marketplace," says J. F. (Jack) Glasier, CAAB president, who will tell *What's Cooking on the CAAB Range*, in an attempt to further the campaign, at Wednesday morning's (May 7) session of the 54th ACA Conference.

## (MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!

.....and how the heck can we keep up with them by showing just one picture a month! So pardon all the type... here's a partial list of manufacturing industries which have established or greatly expanded facilities in our area in the past couple of years:

Canadian Fuses Limited  
Trilam Products Limited  
Alcan Pipe Limited  
Coldstream Meat Packers  
Consumers Glass Co. Ltd.  
Sangstercraft Boatworks  
Steiner Arch Rafters and Joists  
T P L Industries Limited  
Wometco Limited  
Noca Dairies Limited  
American Can Co. of Canada Ltd.  
The Brown Brothers Limited  
White Truck Manufacturing Ltd.  
Canadian Profilers Limited  
General Coachworks of Canada  
Northwood Mills Limited

Calona Wines Limited  
Canadian Fibreforms Ltd.  
Chateau Homes Limited  
Crown-Zellerbach (Can.) Ltd.  
Cushionair Holdings Ltd.  
Gorman Bros. Lumber & Box Ltd.  
Kwik Lok Corporation  
McGavin-Toastmaster Bakeries  
Mission Hill Wines Ltd.  
Richmond Plastics Ltd.  
Strato-Beams Ltd.  
Thermo-Ply Concrete Products Ltd.  
Westmills Carpet Ltd.  
Burke's Machine Works  
Casabello Wines Ltd.  
Kee Pee Products Limited  
Parta Industries Ltd.

That's a multi-MULTI-million dollar investment...literally thousands of new jobs. Good reasons for our growing market...good reasons for your good decision to put Okanagan Mainline Radio on your marketing team for the next campaign!

# OKANAGAN MAINLINE RADIO

CJIB VERNON CKOV KELOWNA CKOK PENTICTON CFJC KAMLOOPS

Just call



the All-Canada man

## Pretests viewer reaction prior to program

MEASURING VIEWER ATTITUDES towards television programs seen in Canada by tabulating viewers' likes and dislikes, helps forecast audience trends and their viewing potential. That is the job undertaken by TVQ/Canada, and the findings are being microscopically examined by two of

its subscribers, the CBC and CTV networks.

TVQ/Canada was established in Toronto in November 1967, operating from the offices of the consumer research organization known as Canadian Family Opinion, an affiliation of Canadian Facts Co. Ltd. Its

services are designed to complement rather than compete with the other research firms that measure audience size. Its parent group in the US, Home Testing Institute, was established in 1958.

Rising costs in television make it imperative that each dollar invested yields the greatest possible return. While rating services measure the number of people tuned to television, TVQ adds a vital dimension which relates directly to product sales, said Daryl Dickinson, director of client relations.

Dickinson, who came to TVQ last September from the client service division of A.C. Nielsen Co. of Canada Ltd., said "rating data together with TVQ provides immediate buying guidance.

"The TVQ concept is simple, it makes sense, and independent research has established its validity," he says.

"The TVQ reports, based on this concept, provide direct values for television buyers and sellers alike.

"The more people like a program the more likely they are to view regularly, and view attentively. Regular, attentive viewing increases the likelihood that advertising messages are more frequently received, and the brand preference of the viewer is more often switched to the advertised brand. Summed up, TVQ points to effectiveness," he said.

TVQ enables an advertiser to place messages in programs that are preferred by his market target group, Dickinson added.

### Attitudes are like keys

"The importance of considering viewer attitude when buying television is the finding that attitudes influence tuning and communication effectiveness. Favorable attitudes indicate greater reach, high attention, greater chance of viewing commercials, and a higher recall.

"Attitude changes often precede audience shifts," he said. "Attitudes provide a useful guide for looking at new programs or programs in new time periods.

"Attitudes also relate to channel-switching and audiences 'on the break,' thus influencing the most efficient purchase of programs and spots," he said.



"You can't call it news any more because you're actually there when it happens! The world has shrunk to a TV tube—I can be in Saigon, Ottawa or Woodstock all in 10 minutes—Channel 10 does a great job on news." Reg Hall, Woodstock clothier agrees:

CFPL-TV serves Western Ontario—completely.



TVQ/Canada has now completed five surveys, with reports prepared each November, January and March. In addition to the two network clients, TVQ also serves Imperial Tobacco Co. of Canada Ltd., and talks are currently under way with several agencies.

### Program predictor serves as crystal ball

A companion service to TVQ, Dickinson said, is that of PIQ (Program Idea Quotient) which is designed to measure viewer reaction to new program ideas before they ever get on the air.

"PIQ is designed to put the odds in favor of the advertiser and broadcaster by predicting the appeal of a new program before it is aired," he said. "PIQ is a proven means for reducing the high degree of risk associated with buying a new, untried TV series...before it is telecast."

"In February, before advertisers are offered new program vehicles," said Dickinson, "and before network schedules are finalized, written summaries of programs under consideration for the new season are rated by Canadian Family Opinion panel members.

"The summaries, based on a review of program pilots, present in an unbiased manner a description of the series' story line and setting, as well as listing featured actors and actresses.

He said "the appeal to demographic groups as reported by PIQ before the program goes on the air is generally the same as appeal reported by TVQ after the program has been on the air."

In the US, PIQ has proven substantially correct in predicting sex and age group appeal for 80 per cent of the programs measured. "Clearly effective use of PIQ can reduce the risk of making the wrong decision about a new program," he said.

### 785 households respond on national panel

Canadian Family Opinion operates the panels from which the surveys of TVQ and PIQ are formulated. Questionnaires are mailed to each person in the home of the selected panel member, with respondents broken down into seven classifications: children 6-11, teens 12-17, adults 18 and over, 18-34, 18-49 and over 50, and total family.

Dickinson said a national English panel includes 785 households, and these households are in constant use for various research studies conducted by CFO.

Each panel member is given a token remembrance at Christmas and for her birthday, but otherwise no remuneration is made, Dickinson said.

## Hamilton re-elected BCAB president

DON M. E. HAMILTON, vice-president, Moffat Broadcasting, and general manager, CKLG AM-FM Vancouver, was re-elected president of the British Columbia Association of Broadcasters at the annual meeting in Harrison Hot Springs, B.C. April 1.

Ralph Robinson, manager, CKOK AM-FM Penticton, was re-elected vice-president of the association.

Directors named include Ken Goddard, manager, CJVI Victoria; Joe

Kobluk, manager, CJAT Trail, and R.T. (Bob) Harkins, president and manager, CKPG AM-TV Prince George.

Hamilton continues as a member of the CAB board of directors, to which Harkins was named to represent B.C. television stations and Kobluk to represent radio.

Delegates again named Harrison Hot Springs as the site for the 1970 convention.

# THE SESAC WORLD OF MUSIC



- RADIO
- NIGHT CLUBS
- STADIUMS
- TELEVISION
- HOTELS
- BALLROOMS
- RECORDINGS
- RESTAURANTS
- BACKGROUND MUSIC
- SPECIAL PROJECTS
- "DRUMMERS"

One of the world's foremost music licensing organizations, SESAC INC., represents and licenses the performance, mechanical and synchronization rights in an extensive repertory of outstanding music contained in both American and international publisher catalogs. Through its world-wide activities, it promotes the works of its established affiliates and assists its new members in gaining global recognition and exposure. A member of the International Confederation of Societies, Authors and Composers, SESAC supplies the world's entertainment industry and listening audiences with a repertory unsurpassed in quality and diversification



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The SESAC Building, 1513 Hawkins Street,  
Nashville, Tenn. 37203. (616) 254-5703

# Which Quebec radio station

# for NEWS

## THE ANSWER:

- CHRC
- SECOND BEST STATION
- THIRD —
- FOURTH —
- NO ANSWER

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public, service, and influence.

These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec.

Yes, BBM figures showing constant CHRC leadership are accurate!

No wonder CHRC Radio also leads in awards and sales.

# CHRC

## RADIO-QUEBEC CITY

AM: 50,000 WATTS/800 KCS  
24 HRS. A DAY

FM: 81,000 WATTS/98.1 McS  
13 HRS. A DAY

SEPARATE PROGRAMMING  
(STEREO)

REPS:  
CANADA—  
HARDY RADIO & TV LTD.  
MONTREAL • TORONTO  
WINNIPEG • VANCOUVER  
U.S.A.—CSBS



CHUM-FM TORONTO won two "Major" awards for excellence in FM broadcasting, at the NAFMB convention in Washington, D.C. last month. It was the first time the event, named in honor of the inventor of FM, Major Edwin Armstrong, had been opened to international competition. 182 stations entered, and CHUM-FM was the only Canadian winner. The two sculptured bronze plaques were each accompanied

by a \$500 cash award. One, for first place in the news category, was for *Commentary*, an off-beat, original in-depth look at current international happenings, cited as "news broadcasting with a punch." The other, *Ontario's Indians — Christmas 1968*, took the top award in the educational category. Receiving the awards were Larry Greene, left, and Kim Calloway, producers of the two programs.

### ANNOUNCEMENT

#### RADIO-TELEVISION REPRESENTATIVES LTD.



Ian M. Grant



Peter D. Viner



Duane K. Lee

The appointments of Ian M. Grant as Director of Special Services and of Peter D. Viner and Duane K. Lee as Sales Representatives have been announced by T. Gordon Ferris, President, Radio-Television Representatives Limited.

Mr. Grant, whose background spans thirteen years in Canadian broadcasting, will be responsible for the development and growth of Special Services, the newly created division embracing all the ancillary services offered to station clients, advertisers and agencies. He will be located in the company's Toronto office.

Peter D. Viner, with a background of agency account work and media selling, will be an invaluable addition to the sales staff of the Montreal office.

Duane K. Lee joins the Radio Sales Staff of the Toronto office, following a number of years in various capacities with national Canadian advertisers.

## Government

### Stanbury forecasts content regulations for radio

RADIO'S DUAL ROLE, to inform and to entertain, was probed and prodded by Robert Stanbury, MP (York-Scarboro), parliamentary secretary to the Hon. Gérard Pelletier, Secretary of State, as he told a Standard Radio News seminar in Toronto that radio "shouldn't be a mere machine for playing recordings."

Stanbury, former chairman of the Commons Committee on Broadcasting, told the meeting of news directors of the 17 SRN stations, that "above all, radio's duty is to inform. News and public affairs should have top priority on every station. Not necessarily the bulk of the time, but priority in importance.

"By radio," he said, "we should get news as it happens, as fully as necessary, for a balanced presentation of the facts.

"There should be, on every station, regular news bulletins geared to the changing audiences and interests through the day"...not only "prompt and full information" about happenings on the local scene but "adequate coverage of provincial, national and world events.

"On too many Canadian stations," he said, "and this is not only true of Quebec, one is hard pressed to know by listening to the local radio station what country you're in, sometimes."

### Urges broadcasting government proceedings

Staunch advocate of efforts to permit radio and TV coverage of proceedings in the House, Stanbury said "I think the process of government could be better understood through broadcasting meetings of councils, even legislatures and parliament, on occasion.

"If I had my own way," he said, "radio people would have access to parliamentary committees before long.

### Canadian content rule may soon apply to radio

Stanbury said "radio generally is still not making any appreciable contribution to Canadian talent development," as he urged stations to expose Canadian artists to the fullest possible extent on the recordings they use.

"There hasn't been a Canadian content rule in radio as there has in television," he said, "but I think there should be. And I suspect there might be, before long."

# CKRM

## named award winner

by

## Mayor of Regina



His Worship, Mayor Baker of Regina named CKRM winner of the City's annual Communications Award. Presentation was made at the Regina Men's Press Club Awards' Night.

The coveted plaque is awarded to the news media doing the most outstanding communications job throughout the year for the City of Regina.



**When you have a message to communicate to the people of Regina, CKRM offers you a dependable audience in one of Canada's most progressive markets. Ask your CKRM Representative for details.**



## PAUL MULVIHILL & CO. LIMITED

TORONTO

MONTREAL

# LATEST IN AUDIO by PHILIPS

## MODULAR MIXING CONSOLES



**CUSTOM-MADE IN ANY CONFIGURATION TO YOUR SPECIFICATIONS**

*Using Standard Modules*

- ★ Unlimited Adaptability.
- ★ Highest Technical Design Standards.
- ★ Completely Self-contained.

## GENERAL-PURPOSE MIXING CONSOLES

**Third Generation**



- ★ 8 or 12 Mixing Channels – Each input switchable to line or microphone level.
- ★ 1 to 4 Output Channels.
- ★ Facilities for Insertion of Filters, Processing Amplifiers, Reverberation Units, etc.
- ★ Self-contained – No additional equipment racks.
- ★ Full Monitoring Facilities.

## PORTABLE AUDIO RECORDER



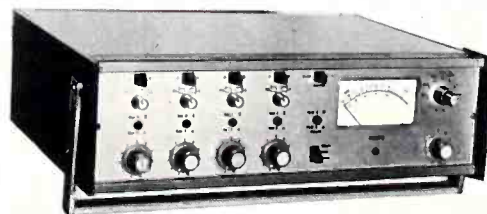
### MODEL PRO 12

- ★ Compact
- ★ High Reliability
- ★ Long Life
- ★ Studio Quality Sound
- ★ Mono and Stereo
- ★ Mixing Facilities
- ★ Cueing and Dubbing Facilities

## MP-4 PORTABLE MIXING CONSOLE

A COMPACT, HIGH QUALITY MIXING UNIT THAT CAN BE HAND-CARRIED OR RACK-MOUNTED FOR:

- ★ STUDIOS ★ REMOTE BROADCAST PICKUPS ★ MOBILE OPERATION
- ★ Small size 20¼" x 14¼" x 5½".
- ★ High Stability and Overload Rating.
- ★ Battery or AC Line Operation.
- ★ Built-in Oscillator, Pre-listening, Monitoring, Metering and Clean-Sound Circuitry.
- ★ Selectable Line or Microphone Inputs.
- ★ All Terminals at Rear.
- ★ Low Noise and Distortion.



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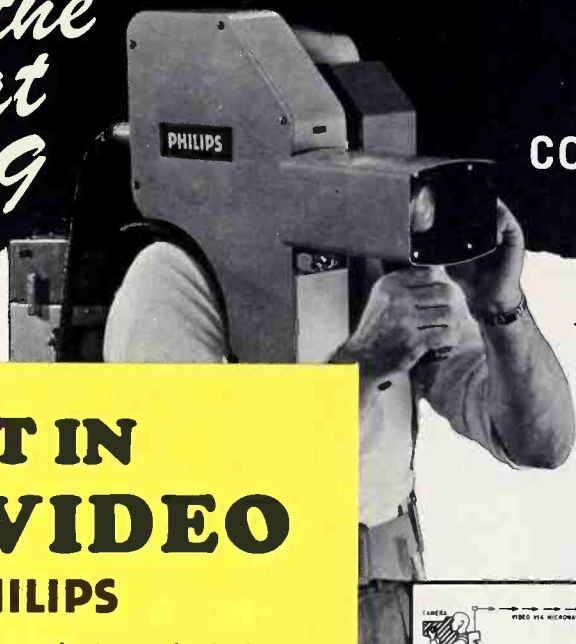
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# LATEST IN VIDEO by PHILIPS

*Star of the Show at NAB '69*

**FOR HIGH QUALITY COLOR BROADCAST USE**



- ★ Digitally controlled via VHF and Microwave Link or Triaxial Cable.
- ★ Latest - State-of-the-Art Camera for on-the-spot color coverage of remote sports and news events.

## LATEST IN AUDIO·VIDEO



by PHILIPS

Please send me more information on the items checked:

### AUDIO

- Custom-Made Mixing Consoles
- General-Purpose Mixing Consoles
- MP-4 Portable Mixing Console
- PRO12 Portable Audio Recorder

### VIDEO

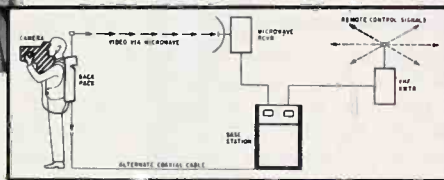
- PCP90 "Minicam"
- PC80 Plumbicon Color Camera
- PCF60 Color Telecine Chain

NAME .....

DEPT. ....

ORGANIZATION .....

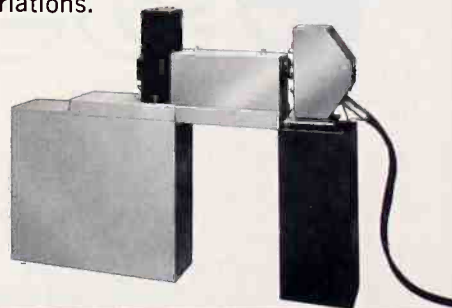
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## COLOR TELECINE CHAIN PCF 60

*For unexcelled colorimetry in 16mm Film and 35mm Slide Telecasting.*

- ★ Adaptable to any Telecine Projectors.
- ★ For Optical and Magnetic Strip Sound.
- ★ For Color and Black and White.
- ★ Can be remote controlled from any one of four selectable locations.
- ★ Automatic Light Control corrects rapidly for light variations.



- ★ In the Studio
- ★ Out of Doors
- ★ Night and Day
- ★ In Mobile Vans
- ★ In High Temperatures
- ★ In Low Temperatures
- ★ In the Desert
- ★ In Stadiums
- ★ At Conventions and Rallies

By the originators of the PLUMBICON CAMERA TUBE.  
\*Registered trade mark for television camera tubes.



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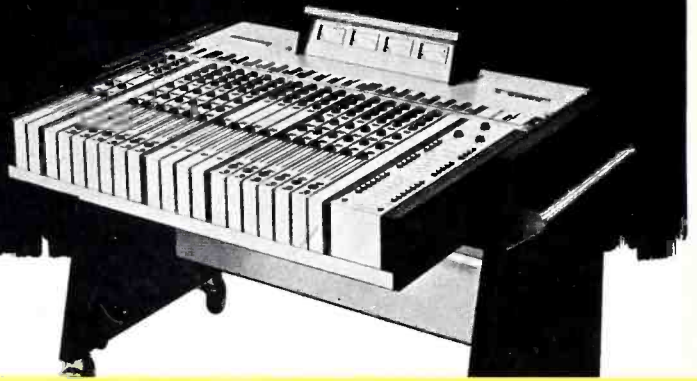
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*Using Standard Modules*

- ★ Unlimited Adaptability.
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## GENERAL-PURPOSE MIXING CONSOLES

**Third Generation**



## PORTABLE AUDIO RECORDER

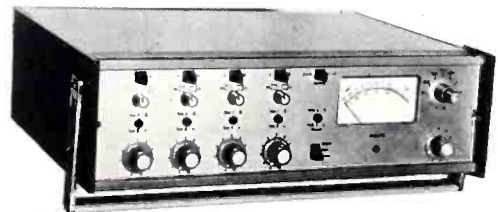


### MODEL PRO 12

- ★ Compact
- ★ High Reliability
- ★ Long Life
- ★ Studio Quality Sound
- ★ Mono and Stereo
- ★ Mixing Facilities
- ★ Cueing and Dubbing Facilities

OR RACK-MOUNTED FOR:

- ★ STUDIOS ★ REMOTE BROADCAST PICKUPS ★ MOBILE OPERATION
- ★ Small size 20¼"x14¼"x5½".
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- ★ Selectable Line or Microphone Inputs.
- ★ All Terminals at Rear.
- ★ Low Noise and Distortion.



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NO POSTAGE STAMP NECESSARY IF MAILED IN CANADA

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**Philips Electronics Industries Ltd.**

**8 Queen Elizabeth Blvd.**

**Toronto 18, Ontario**

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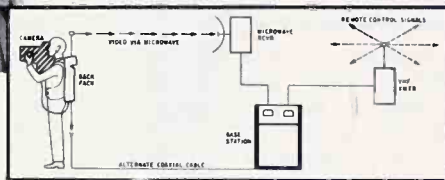
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FOR HIGH QUALITY COLOR BROADCAST USE

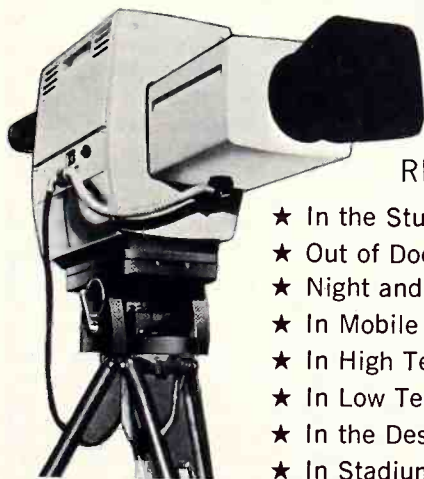
## PCP 90 "MINICAM" Portable PLUMBICON\* COLOR CAMERA



- ★ Digitally controlled via VHF and Microwave Link or Triaxial Cable.
- ★ Latest - State-of-the-Art Camera for on-the-spot color coverage of remote sports and news events.



## PC 80 PLUMBICON\* COLOR CAMERA



FOR EXQUISITE COLOR REPRODUCTION

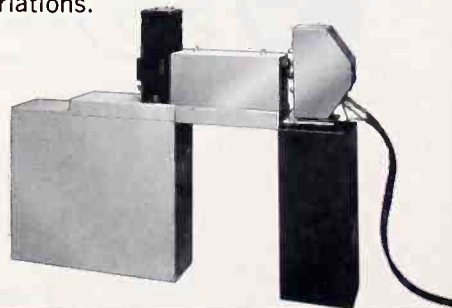
- ★ In the Studio
- ★ Out of Doors
- ★ Night and Day
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By the originators of the PLUMBICON CAMERA TUBE.  
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FOR MORE DETAILS USE HANDY REPLY CARD

# Yes Virginia, there IS Canadian music!

by James Montagnes

"YES, THERE IS CANADIAN MUSIC!" is the title of a 104 page magazine-size book, listing Canadian music licensed by BMI Canada Limited.

On the other side of the fence, in the offices of CAPAC (Composers, Authors and Publishers Association of Canada) there are thousands of titles of Canadian compositions in file drawers. No one has ever bothered to count the number of such licensed compositions.

Yet one of the biggest complaints of musicians and artists is that not enough Canadian music by Canadian musicians and vocalists is heard over Canadian broadcasting stations. The cry of increased Canadian content is heard frequently before various governing boards in the broadcasting fields.

Walt Grealis, publisher of *RPM Music Weekly*, Toronto, guessed that while the Dominion Bureau of Statistics gives \$40,509,515 as the net sales value of domestically produced records in 1967, only about \$200,000

of that amount would account for wholly Canadian recorded music. That is Canadian compositions recorded by Canadian musicians or singers.

## A record is a record

A survey of a number of large recording companies reveals that neither the public nor those who choose the music at radio stations care whether the music is Canadian or played by Canadians.

"Being Canadian is not important," George Struth, assistant to the director of Quality Records Ltd. explained. "A record that counts gets along on its own merit against all competition. Sometimes being a Canadian record can be a deterrent. It may not be in the groove."

"There is a lack of enthusiasm among Canadian radio stations to accept the fact that good records are made in Canada," said Paul White, director of artists and records at Capitol Records (Canada) Ltd. "Most

Canadian companies make as good records as anywhere else. Perhaps Canadian record companies could do a better promotion job. We have been lax in the past."

Capitol and a number of other recording companies are now dressing up their releases more. They are making radio station personnel more aware of their Canadian artists, supplying more data on Canadian artists, letting stations know what other Canadian stations are doing with Canadian recordings.

All Canadian radio stations receive free all single (45 rpm) records issued by record companies in Canada. Some record companies charge radio stations \$1 for long play (33 1/3 rpm), while others supply even such records free to as many as 250 Canadian stations. The number of Canadian releases is small, with one company as few as four a month in singles, while another company has issued four long play records in the past four months.

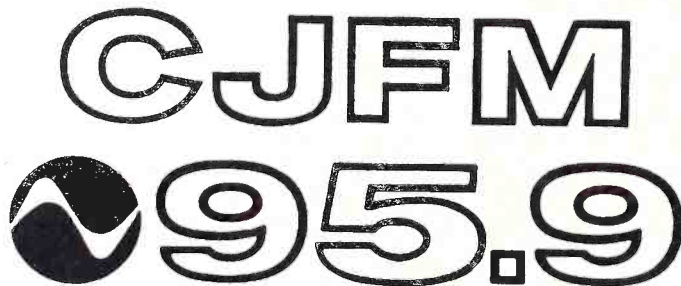
## Canadian Talent

CFRB Toronto and CJAD Montreal distribute long play records of their Canadian Talent Library to about 150 Canadian subscriber-stations. The library which issues one release a month, has been in operation since 1962. The music is largely written or arranged by Canadians and is played and sung by Canadians. About 112 records have been released to date, over 200 songs by Canadian composers have been recorded, many for the first time. Over \$350,000 has been spent in producing these Canadian records.

All the recording for the Canadian Talent Library has been done in Canada. Artists other than those living in Toronto and Montreal have participated. Considerable biographical and promotion material goes out with the records for use by station announcers.

The success of the Canadian Talent Library refutes the charges of some record companies that the public does not care whether the music is Canadian.

"I get letters from listeners all over Canada asking about individual selections, artists and compositions," reports Lyman Potts, vice-president and general manager of Standard Broadcast Productions Ltd., which issues the Canadian Talent Library

The logo for CJFM 95.9 Montreal. It features the call letters "CJFM" in a large, bold, outlined font at the top. Below them is a stylized circular logo containing a white wave-like shape, followed by the frequency "95.9" in a large, bold, outlined font.

Montreal

"52 Minutes of Stereo Music  
in Every Hour"

# Operation Mindbend



We're about to change your mind.

If that's ok with you.

You see, in the last few months, we've been doing a little private investigating. And the object of our interest has been your sales market. Your *real* sales market. Where the big money comes from.

Our findings were a shock.

Your real sales market is not nearly as young as you have been led to believe. We have the facts and figures to show that we've all been led down the garden path.

Comes the Revolution!!

If you're not afraid of the truth, we have a zappy, simultaneous, 4-screen visual pre-

sentation that will open eyes, bend minds, and challenge youth cultists to put their money where their mouth is.

This is the kind of myth-destroying presentation that advertisers are going to be talking about. So if you're an agency man, you'd do well to see it before your client does. It won't hurt a bit, we promise. We're not out to blow your mind.

Just bend it a little.



**STANDARD BROADCAST SALES**

2 ST. CLAIR AVENUE WEST  
TORONTO 7, ONTARIO  
(416) 924-5721

1407 MOUNTAIN STREET  
MONTREAL 25, QUEBEC  
(514) 849-2454

(Continued from page 12)

records. "The first 79 records were made only for broadcast use, but those from number 80 on are now available in record stores from the Atlantic to the Pacific on RCA and London labels."

CAPAC and the Canadian Association of Broadcasters have just concluded the first five years of a joint effort to produce more Canadian recordings and music for broadcast stations and the public. The project, at \$50,000 a year, has just been renewed for another five years. Nine long-play albums of little-known Canadian music were released in the first five years, played by Canadian musicians and artists. These include piano concertos as well as popular music, ballet works and productions commissioned for *Expo 67*, jazz and hits from Canadian operas.

Individual Canadian stations, large and small, have in recent years made recordings of local musical and vocal groups, and the records made available through Canadian recording companies for general sale.

### No dearth of Canadian music

There has been a definite increase in the number of Canadian compositions licensed in recent years. BMI Canada

reports in the centennial year 1967 there were 248 licensed works, and last year about 220.

"There has also been an increase in the use of Canadian music in the United States," Harold Moon, general manager of BMI Canada, reports. "To promote Canadian music, we send lists of Canadian productions to Canadian stations. We even buy long-play records of Canadian music and send them to a special list of Canadian stations."

Following the special emphasis on Canadian music in 1967, a slack was expected last year. But Moon points out this did not develop.

"The musical affairs of 1968 in many ways differed from those of 1967, but the feared hiatus didn't take place and new vistas of Canada's music scene appeared, providing new and better opportunities for our creators of music. Canadian music is now generally accepted at home and abroad as competitive and equal to the music originating in the longer established centres."

### French music is booming

Another facet on this is reported by Louis Applebaum, well-known composer and executive of CAPAC, who estimated that today about 25 to 30 per cent of all copyright fees paid to

CAPAC are kept in Canada, largely to pay for Canadian music use.

While Canadian music has had a long uphill battle for recognition in most of Canada, in Quebec the picture has been different in the past eight years. In French-Canada, Canadian music is thriving, a number of those interviewed reported. Applebaum said this has reversed the usual trend of U.S. music, and White of Capitol said that even French recording stars on French-imported records have suffered.

Columbia Records of Canada Ltd., and Capitol Records do between 60 to 80 per cent of their Canadian recordings in French-language Canada.

"We have a predominance of French-Canadian productions," said Jack Robertson of Columbia Records. "We supply a special list of English-language radio stations with such French-language single records, and hope they will use them. Our French-Canadian artists have recorded three albums of Canadian music in French in Europe when making appearances on the continent."

"Quebec people are aware of their own talent," said Paul White of Capitol. "We did 60 per cent of our own Canadian production in French last year."

CAB, to further promote Canadian music by Canadian artists, has compiled lists of 45 rpm and long-play records by French and English-language Canadian artists. The lists show a wide variety of recording companies, as well as dozens of musical groups and soloists. A large number of the 45 rpm records are of French *chansons*.

Canadian Broadcasting Corporation transcription service since 1966 has had its Canadian serious music recorded for general sale by RCA Ltd. Prior to this time its Canadian music was available only on transcriptions, which went to radio stations throughout the world, spreading the word that there is Canadian music and that there are Canadian artists. One of the records now generally available is that of a comic opera *Colas et Colinette* by Joseph Quesnel, and written in 1788 at Montreal. There has been Canadian music around for a long time!

"Canada is loaded with talent," said John Drisco of Quality Records. "Canadian names are recording in the United States. Canadian talent has long moved to the bigger industry there for bigger opportunities."

Others also pointed to the many Canadians now connected with major United States television shows, to emphasize the exodus of Canadian talent south of the border. There are numerous Canadian country music groups recording in hill-billy country at Nashville, Tennessee.

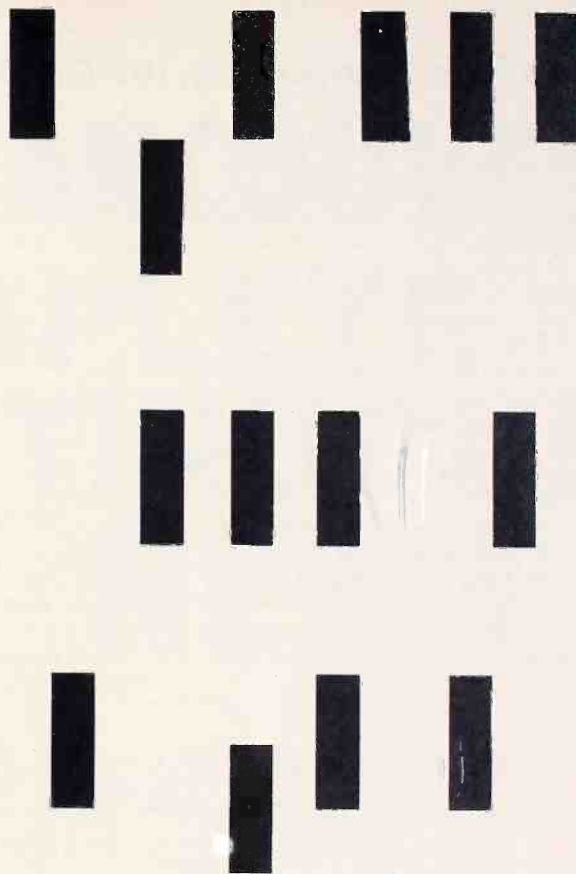
Do you  
want your  
Message  
to be  
Known  
in  
Saskatoon?

THEN TAKE ONE STEP FORWARD

(Come on in)

CFQC TV8

# NO OTHER COMPUTER CAN MATCH OUR MEMORY



Increasing sophistication in media/marketing research activity poses ever new complexities for the national representative. Like other computer-age services, his must be “*plugged-in*” to the data sources—equipped to cope with today’s statistical avalanche.

*All-Canada* was the first Canadian representative to implement *EDP* in both media research and in internal data processing. But more importantly, *All-Canada* was first to develop the people to explore and interpret... to develop media solutions to marketing problems.

Our “*Computer*” is experienced people—broadcast specialists, carefully selected and integrated into a single compatible organization... across Canada and the U.S.A.

*The best in the business.*



All-Canada Radio & Television Limited

## Canadian ownership for CATV

NEW DIRECTIVES TO THE CRTC, announced March 31 by Secretary of State Gerard Pelletier, will also govern Canadian ownership of cable television systems which now come under the umbrella of broadcasting. All licensees of broadcast undertakings have until September 1, 1970 to comply with the ruling.

Any applicant for a CATV license to establish facilities not in operation on or before April 1, 1968, must comply with the Canadian ownership requirements immediately.

Previous orders required that 80 per cent of the voting shares of corporations having shares in a license-holding corporation must be held by one or more Canadian citizens.

This requirement has been modified to admit the holding of shares by a second holding corporation, pro-

vided that 80 per cent of its shares are owned by one or more Canadian citizens, Pelletier said.

Under former government directives, all the directors of license-holding and eligible share-holding corporations were required to be Canadian citizens. This will still apply to license-holding corporations, but only four-fifths of the directors of an eligible share-holding corporation must be Canadian citizens.

A former provision that 40 per cent of the total indebtedness of a broadcasting undertaking must be under Canadian control has been removed.

However, the Commission is charged with satisfying itself that Canadian control is not prejudiced through the holding of a significant portion of the outstanding debt outside Canadian control.

## CGE wins franchise for CBS EVR camera

EXCLUSIVE MARKETING RIGHTS for Canada have been obtained by Canadian General Electric for a new CBS Broadcast EVR (Electronic Video Recording) camera, to be built by GE in the US.

The camera is an integral component of the Broadcast EVR system, said Harry S. Dawson, CGE manager, communications systems. Broadcast EVR, an application of CBS Electronic Video Recording technology, is expected to have wide television application for advertising agencies, feature film and film program distributors, as well as broadcasters, in Canada.

"In addition to the new levels of high color quality inherent in the EVR system," Dawson said, "the new camera will offer advantages such as minimum maintenance and simplified operation, as well as the market impact of the industry's latest film system at a cost below present film cameras."

He said commercial debut of the Broadcast EVR system is expected "during 1969", and CGE expects in Canada the camera will be priced in the \$47,000-\$50,000 price range for broadcasters, and from \$36,000-\$39,000 for ETV users.

Developed by CBS Laboratories, the system has been called "a revolutionary technological breakthrough in broadcasting." It transmits high quality color images from 16mm black-and-white film while economically providing print-to-print consistency, greater film durability, protection against color fading, and reduced processing time.

It is expected to serve many uses in educational as well as commercial television, and will bring network transmission quality to locally originated programming for the first time.

First operating step in the Broadcast EVR system is the transfer of picture images from film to a master through electron beam recording techniques (mastering capability for videotape is currently under development). Conventional photographic processes are then used to obtain black-and-white 16mm release prints from the master.

At the television station, a Broadcast EVR camera converts the black-and-white picture information and color coded information to a standard high quality color signal for transmission.

## Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Ontario Parliament Buildings

Tune in Toronto CKFM/99.9

Radio Station CKFM is proud to be part of Toronto . . . informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal



**FIRST** IN VANCOUVER  
**COMPLETE  
CONTINUOUS  
"NEWS"**

**CFUN NEWSREEL**

**6 to 8<sup>30</sup>  
A.M.**

**12 to 1<sup>00</sup>  
P.M.**

**5 to 6<sup>15</sup>  
P.M.**

**FEATURING: ROY JACQUES — ANNIS STUKUS**

**→ EXCLUSIVE DIRECT VOICE REPORTS FROM ALL PARTS OF THE WORLD  
BY BROADCAST NEWS (AUDIO) AND METRO MEDIA (AUDIO)**

- °The most **INFORMATIVE, AUTHORITATIVE** radio **NEWS** in Canada
- °Canadian Press and U.P.I. news wire service
- °Local eye witness reports
- °Traffic reports "Air West -air alert" morning and night
- °B.C. Hydro transit service information
- °Stock market reports direct from S.H. Lennard & Co.
- °Sports by the Dean of Canadian sportscasters: Annis Stukus
- °The most comprehensive news gathering organization in Canada, directed by Roy Jacques

**CFUN RADIO 1410**  
**50,000 WATTS**

**50,000  
POWERFUL WATTS**

**550 ON THE DIAL**

**... \* REACHING**

**142,000 LISTENERS**

**58,700 MEN**

**50,300 WOMEN**

**17,000 TEENS**

**15,900 CHILDREN**

\* WEEKLY CIRC. BBM NOV/68

**ALL YOURS ON**

**RADIO ATLANTIC**

**CFNB**

**FREDERICTON, N.B.**

SEE



**PAUL MULVIHILL  
& CO. LIMITED  
TORONTO MONTREAL**

CAAB

## Positive information counters negative reaction

by

Robert E. Oliver, Executive Vice-President,  
Canadian Advertising Advisory Board

"Sire, the consumers are revolting," said the slender, dark-haired young courier, his blue eyes glittering strangely as he bent forward and kissed the king's leather boot.

"Verily, and forsooth," replied the king, his brown eyes glittering strangely as he eyed the courier's taut buttocks.

(from "Unpublished Plays" by Anon)

Completely inadequate research has failed absolutely to trace the author, publisher, or publication date of the manuscript from which the above is purportedly taken. Yet two clues confirm it as a product of the last decade — the overt sexual ambivalent symbolism, and the semantic ambivalence of consumer-king.

Many of us who have passed our 30th birthday mark, which is now supposed to be synonymous with senility, and marks the closing of the communication corridor, can remember how seriously advertisers, salesmen, and management once took the phrase, "The customer is King".

We used to remind ourselves that in a free society of multiple choice we needed the customer far more than he needed us. In our innocence we regarded **customer** and **consumer** as almost synonymous.

However, now that **consumer** and **voter** have become synonymous, a host of critical voices tell us that businessmen love customers but that our attitude towards consumers is yech.

Obviously we have not understood our business or else others do not understand the forces of the marketplace. That adds up to a failure in communication — and when communication fails, the business process begins to disintegrate.

It may be too that we have committed a marketing boo-boo of near classic proportions. We of the advertising craft have felt that our responsibility was to the client or employer — and as long as our messages improved public awareness of his product or service, we considered our efforts successful.

But what about the real market

— the consumers themselves? Modern consumers are becoming increasingly educated and sophisticated, and want to be informed as to why and how the modern distribution system works.

Have we ever discussed with them the inevitable relationship between mass production and mass communication? Do we point out that in an innovative, competitive economy, there is bound to be clamor in the marketplace? Some complain about the number of "confusing" choices in the supermarket — a competitive situation which strengthens the consumer's hand since it extends the range in which he can show preferences. Do we discuss in a rational way the alternatives, and the implications of these alternatives? If we are to limit choice, who or what will be the arbitrary body — and how will it decide when, and how many, new competitors may seek the consumer's favor?

In addition to the broad consumer public there are certain special segments with whom we should communicate. How often do we speak to our members of parliament? Do we always wait until there is some issue in which we have a legitimate self-interest — or do we take time occasionally to listen to some of their problems and to keep them informed of what is going on in our industry? And when we do become involved in an issue of public concern, do we approach him with a defensive stance, or a problem-solving point of view? Few elected members will knowingly support legislation that is not in the public interest; our responsibility is to ensure they are in possession of relevant data.

The educational field is another urgent sector. In Ontario, the recommended texts on mass media, mass communication and Man and Society (options) explore, usually with strong negative overtones, the industrial society and the advertising process. Vance Packard's *The Hidden Persuaders*, for example, and Paul Good-

# BBM\* SAYS

**CKVL**

**VERDUN-MONTREAL**

**NO.**

**1**

**IN QUEBEC**

weekly circulation 710,400

**CKVL-FM**

**NO.**

**1**

**IN QUEBEC**

weekly circulation 201,800

\*BBM, January 1969 — All persons: full coverage area.

REPRESENTATIVES: Radio & Television Sales Inc., Montreal-Toronto-Vancouver  
Canadian Standard Broadcast Sales Inc., New York

**WHEN YOU GO ON THE AIR WITH Shamrock Stations**

**CKOS**  
3

**CKSS**  
8

**CHSS**  
6

**CFSS**  
7

**IT'S SMOOTH SELLING ALL THE WAY**

Most national advertisers are now using the Shamrock stations as an important link in their television campaigns. Can we help you to increase your sales in Manitoba and Saskatchewan? See our representatives:  
**Stovin-Byles Television Ltd.-Canada.**  
**ABC International Television Inc. U.S.A.**

(Continued from page 18)

man's *Growing Up Absurd* are favorite texts; the former a superficial rehash of research masquerading as a profound social document, the latter is a book by a brilliant writer who views with venom our present educational, social, and business structures.

Critical assessment of our way of life is, of course, an educational responsibility, for unless the young are dissatisfied with this present world they will never build a better one. But one looks almost in vain for a counter-balancing point of view. Without an industrial society, we would be working to achieve one. It is the achievements of the despised technostucture that have made it possible for the mass man to say, "I want my life work to be meaningful, to me and the community."

Certainly it is a little disturbing to pick up a U.S. textbook used in consumer education, with a laudatory foreword by Esther Peterson, and to read this sentence in the chapter on advertising: "Advertisers reap rich dividends from the knowledge that consumers on the whole are gullible and that few people have mastered the art of reading advertising with a

critical eye. For these reasons it is indeed like looking for the proverbial needle in the haystack or a contact lens in a swimming pool to collect a good sampling of straight, honest advertisements." One wonders how honest and straightforward the effort was to find such advertisements.

During the past 18 months CAAB has been active on the industry's behalf in all these fields of public information. However, while we can act as a co-ordinating and sometimes a catalytic body, in today's climate everyone in the industry should be looking for ways to broaden public understanding of the advertising function. The broadcast industry might well consider giving added impetus to this cause by including speakers from the Advertising industry on public interviews and "hot line" programs, and by scheduling public affairs programs on which advertisers and adversaries could explore current issues and their implications.

One area where all advertising is to be commended lies in the application of the Canadian Code of Advertising Standards. Here we work closely with provincial and federal officials involved in consumer pro-

→ 22

**NTV APPOINTMENTS**



**R. C. Dawson**



**F. Corbeil**

Philippe de Gaspé Beaubien, Chairman of the Board and Chief Executive Officer NTV Communications Corporation Limited, announces the appointment of R. C. (Bob) Dawson as Marketing and General Sales Manager, NTV Marketing Toronto and Fernand Corbeil as Marketing and General Sales Manager, NTV Marketing Montreal. Both Mr. Dawson and Mr. Corbeil have extensive backgrounds in administration within the communications industry and have been associated with NTV since its inception. NTV Marketing is that division of NTV Communications Corporation Limited which performs the marketing function for CHCH-TV Toronto/Hamilton and CHLT-TV Sherbrooke/Quebec Eastern Townships. Offices are located at 20 Carlton Street in Toronto and 1 Place Ville Marie, Montreal.

# On Thursday, May 1, Stephens and Towndrow will enter the picture in Newfoundland.



That's the day we take over as reps for the CJON television system in Newfoundland.

CJON TV is in Canada's sixth largest market. And we're very proud to represent them.

We also represent CFCN TV, Calgary. And WBEN TV, Buffalo.

Our television division handles the finest stations. And is staffed by the best people.

Stephens and Towndrow Television.

We're very much in the picture.

**CJON TV, Newfoundland.**

**Represented by the Stephens and Towndrow Organization,  
Television Division.**

*Southern  
Saskatchewan's  
only  
Captive  
Television  
Market*

**CJFB-TV**

CHANNEL 5 – SWIFT CURRENT  
CHANNEL 2 – EASTEND  
CHANNEL 2 – VAL MARIE  
CHANNEL 10 – RIVERHURST

**PRODUCTIVE AREAS**

Sanford Evans Services Ltd. reports that the coverage area includes 12.8% of the population of Saskatchewan, 12.5% of the province's retail sales, 13.9% of the cars, 22% of the trucks, 19.1% of the farms, 27.4% of farm cash receipts, 18.2% of the province's tractors, 19.7% of the electrified farms and 26.4% of the cattle.

SEE:

*Radio-Television Representatives  
Ltd., Toronto, Montreal,  
Winnipeg, Vancouver.*

*(Continued from page 20)*

tection. With only one or two exceptions, we have received very prompt co-operation from advertisers, media, and agencies when complaints have been received regarding alleged violations of the Code. When the advertising was judged to be at fault, rapid, corrective action was taken; and we often received thanks from the media or the advertiser for having brought the complaint to their attention.

The Latin phrase *bis dat quis cito dat* states "he gives twice who gives quickly," and in terms of restoring consumer confidence the advertiser who responds quickly does twice as much as he who dilly-dallies.

In addition, both advertisers and agencies now sometimes seek the Board's counsel before an advertisement is run. Amending or cancelling national advertising is generally a very costly matter, and where doubt exists this procedure can save money and embarrassment.

We regard the Code and its administration as basic to our operat-

ions, for it demonstrates that the total industry concurs in the right of the consumer to advertising that is an honest presentation. Advertisements that publicize the Code serve a three-fold purpose. They remind us in the industry of our commitments in this regard, they inform the public of the industry's acceptance of self-discipline, and they provide a known channel of redress when the customer is dissatisfied.

Very few of the general public seem to be aware of the standards set by media themselves insofar as advertising ethics are concerned. We suggest that the Code be publicized on a regular basis, simply because it becomes relevant only when the listener, viewer or reader is confronted with an actual situation. It is in the interests of broadcasters and publishers to let their audience know that they are keen to protect them against deception. Public trust is one of their most valuable assets.

That is why the following incident was more than a little disturbing. I was talking to an advanced class in advertising and one young man said, "What do you do when someone wants you to run deceptive advertising?"

"Can you offer him creative help in writing a good advertisement that is honest?" I asked.

"Supposing he insists on running the misleading one?"

"Why not talk to your boss about it?"

"That's who does the insisting."

"Does it happen often?"

"Oh, about three times a day".

I didn't really have an answer for that one.

**Now...**

**You can communicate  
with The Broadcaster  
by Telex**

**02-21576**

**Please paste this notice  
on your Telex Directory**

**The  
Largest  
Audience  
of any  
Western  
Canadian  
Television  
Station**



Mr. Murray Coulter and Mr. David Courtin  
cordially invite you to their

## ORIENTAL WHINGDING

otherwise known as the 2nd annual

# canadian marketing show



Perhaps because of the serving of dreamy oriental potions during the cocktail hour, and perhaps because of the presence of slinky girls in scanty oriental dress, this year's edition of the Canadian Marketing Show bears a definite resemblance to a party in the Emperor's palace.

Nevertheless it serves a serious purpose — to acquaint the busy executive with all that's new in the field of sales communication. Spend a couple of hours at the CMS and you'll come away with up to the minute information on the newest media twists, point of purchase material, promotional ideas, premiums, sales incentive plans, trade shows etc.

You might also come away with

**a Free trip for two to Japan, via**

**CPAir**



**with accomodation at the  
luxurious Miyako Hotel in Kyoto.**

... this being one of hundreds of prizes (including watches, colour TV's, radios, and more) being given away to hundreds of lucky visitors. (You're bound to win. You've always been lucky.)

Please come to our show. We think you'll find it most enjoyable and profitable.

# CMS

**THE PLACE:** Automotive Building, Exhibition Park, Toronto

**THE HOURS:** May 5, 12 - 10 P.M. May 6, 12 - 10 P.M.  
May 7, 12 - 7 P.M.

**THE COCKTAIL HOUR:** 5 P.M. each night

## Automatic printer

### for program logs

ALPHA/NUMERIC LOGGING, providing clear-text automatic program logging for the completely automated radio station, was introduced at the NAB convention in Washington, D.C. by Gates Radio Co.

Using a teletype printer activated by impulses from tape cartridges as they supply audio to the station's automation system, Alpha/Numeric Logging gives a direct print-out of broadcast time, program name and time, commercial or public-service announcement's name and length...all as an immediate and permanent log, recorded automatically.

The system places program information on the cartridge tapes through teletype data cards which are punched with logging information and placed in a card data reader. The reader is interfaced to the cartridge record amplifier and teletype logging information is recorded on the control track

#### ANNOUNCEMENT

#### CBC APPOINTMENT



James Williams

The appointment of Mr. James Williams as English Radio Sales Representative for the Canadian Broadcasting Corporation in Montreal is announced by R.S. Joynt, Director of Radio Sales.

With his extensive background in the agency and broadcasting fields, Mr. Williams will be providing a valuable service, both locally and nationally, to advertisers and agencies in the Montreal market.



SIX FRENCH RADIO STATIONS in the Montreal area, repped by Hardy Radio & Television Ltd., have signed a two-year contract to form the first major radio network in French-Canada to carry the games of Montreal Expos, new major league ball club.

CHEF Granby and CKJL St. Jerome will broadcast a 164-game schedule, CJSO Sorel and CJLM Joliette will carry 155 games, CHRD Drummondville 140 games and CFLV Valleyfield 118.

The network was set up by Ray Blomquist, Expos' director of radio and

TV operations (seated at table), who was aided by Ted Tevan of Hardy's radio division, Montreal, and George Hellman, sales manager of the rep firm's Montreal office.

Left to right: Hellman; J. Alex Savoie, managing director CHRD Drummondville; Maurice Boulianne, managing director CJSO Sorel and CJLM Joliette; John Fox, CKJL St. Jerome; Tevan; Henri Champagne, general manager, CHEF Granby; André Boulanger, sports director, CHRD Drummondville.

of cartridges, while audio is recorded on the audio tracks.

It is a "hands off" operation, providing three distinctly different formats of programming and music each hour, with a choice of rock, C&W

or MOR styles. Whatever the operation, AM or FM, fast-paced or slow-paced, mono or stereo, program and transmitter automation combine to offer the broadcaster tighter program control and higher profits, Gates claims.

NOW  
10,000  
WATTS  
CH **OK**  
**RADIO-1070**

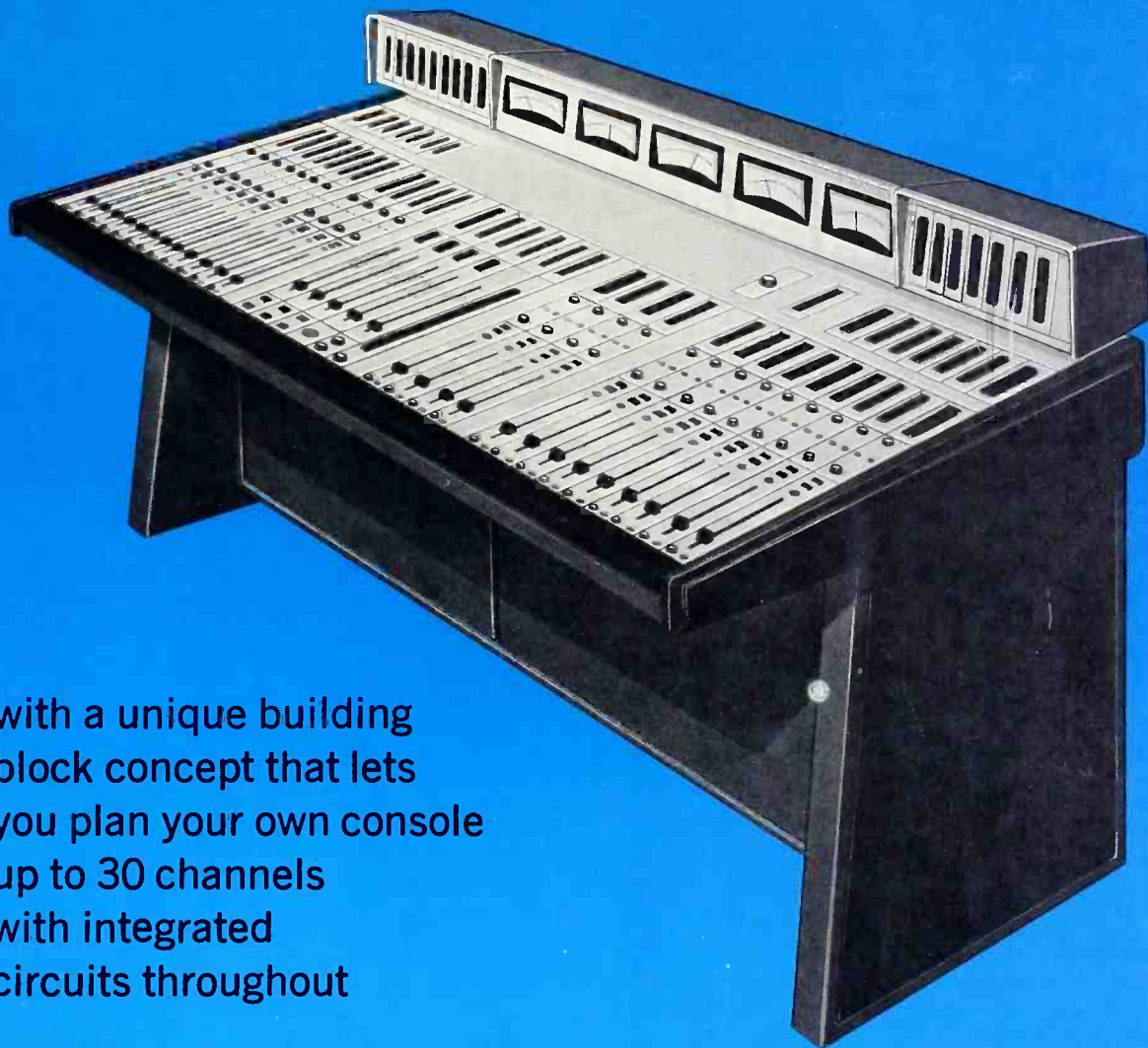
**SARNIA**





Introducing a completely interchangeable Modular Style Audio Console:

# The McCurdy Moduline...



with a unique building block concept that lets you plan your own console up to 30 channels with integrated circuits throughout

McCurdy Radio Industries, the acknowledged leader in professional audio, introduces the newest in a continuing line of advances in solid-state audio.

MODULINE is a series of modular audio components that plug together with standard 36-pin, double edge connectors. All modules plug together, all amplifiers plug into modules. Piece by piece you plan your own audio center, to any degree of sophistication, limited only by physical size.

With the MODULINE you can mix up to 30 different channels with from one to eight simultaneous composite outputs.

A unique system of amplifier sub-modules provides

balanced submasters, masters and monitor selections. Blank feed-through modules are available in place of the Equalizer Module.

The use of only one transformer in the audio circuit, at the module input, allows exceptional performance specifications.

And the MODULINE employs the highest of quality, easily replaceable hardware. Such as Pendar push buttons. And a 30 step Daven attenuator with graduated taper of 1 db per step in the operating range, tapering to infinity.

For complete information on the McCurdy Moduline write for a copy of our new descriptive bulletin.



## McCurdy Radio Industries

108 Carnforth Road, Toronto 16, Ontario (416) 751-6262  
1051 Clinton Street, Buffalo, N.Y. 14206 (716) 854-6700

**More Canadian talent in the right places  
could save the electronic media in . . .**

# the diminishing print media mix

by Ralph Draper

One of the special projects of Ralph Draper, Vice-President, Special Projects of the Vickers & Benson advertising agency, is a consulting stint for the CRTC where he spends four days a week.

Pierre Juneau and his commissioners apparently realize that their lives have been far removed from the world of business in general and advertising business in particular. They have brought in Draper, on loan from his agency, in order that they may have an opportunity to take advantage of his wide experience in advertising and approach problems relating to advertising with a broader understanding than would otherwise be possible.

The speech we have condensed into this article was prepared and presented at Ryerson on the invitation of the Broadcast Advertising Course of the Broadcast Executives Society.

Draper emphasizes that the opinions he expressed in this speech are completely and entirely his own.

**THE FUTURE OF COMMUNICATIONS** lies in the electronic media. Yet the revenues of the daily newspapers, which have been supposed to die for so long, have been soaring and soaring. From 1954 to 1968, newspaper advertising revenues went from \$116,000,000 to \$274,000,000, an increase of \$158,000,000, and this increase of \$158,000,000 is more than television's current total revenue per year. There has to be a reason.

There's no competition in the major market newspaper business in most Canadian markets. There are only nine daily newspaper major markets where there is competition. You don't have the split you have with the broadcast media in most markets.

No longer are the newspapers first with the news. Radio and television are much ahead of them in that

department. People don't buy newspapers to be first with the news any more. They've heard it on radio or watched it on television.

They buy newspapers for the news in depth, and you will notice how the Toronto newspapers—especially on the weekends—are turning into magazines. They are *not* newspapers; they *are* magazines.

People also buy newspapers for their local advertising and the classified advertising.

In the case of local advertising, interest lies in the multiple item selling—department store and super-market ads for example—where the more items you can squeeze into a page, the more successful you are. This is the kind of thing radio and television just can't handle, and never will.

On the other hand, no new newspapers will be successful in any of our major markets. The reason is cost and distribution.

## Question of distribution

The cost of getting a newspaper going and keeping it rolling would be tremendous. If you wanted to start a fight with *The Edmonton Journal*, you'd probably have to lay out about \$11 million without any assurance of any success whatsoever. And it is simply a matter of distribution.

Look at it this way.

In radio and television, there are three factors: (1) engineering, (2) programming and (3) promotion. In six months, you can have your audience away from your competitor, maybe even in 30 days if you are right.

In the case of a newspaper, you have to take the circulation away from your competitor copy by copy, door by door. It's a long tough haul. You just can't do it in one fell swoop, and, unless the other newspaper in the market is completely inept, it's not

going to give you that circulation.

Since the war, there have been only two new newspapers in major markets which have survived. These are *Le Journal de Montréal* in Montreal, which is selling 43,000 copies against *La Presse's* 217,000 and *Le Journal de Québec*, in Quebec City, whose circulation is so small it doesn't show a figure in *Canadian Advertising*, but which is, I believe, in the neighborhood of 7,000.

*Le Nouveau Journal* has gone; *The Vancouver Times* has gone; newspapers are a one-to-a-market proposition in most of our markets, and it is always going to remain that way.

New newspapers are going to come. You can rest assured of this. But they are going to come as towns become cities. But they are going to come and we have seen them come—in Oakville, Brampton and Grande Prairie—as these markets grow.

## Newspapers by cable

People again say newspapers are finished, but cable is here and you'll have the newspaper in your home by cable. The Japanese have the equipment in North America right now, and have invited many people to see how they can put a newspaper into your home over a cable system.

I shouldn't like to bet on the newspaper disappearing in its present form, because everyone has overlooked the fact that we are still going to have 24 hours a day, and we are going to have to work, want relaxation and sleep, and there are going to be times we just want to sit down and do something we can put down, pick up, browse through, look for what interests us, all of which can be done with that selective type of medium.

I for one cannot see that, in our lifetime, the newspaper of today is going to disappear. They are going to be able to add pages to some limit

where a person can't read any more newspaper. Imagine trying to read a Sunday edition of *The New York Times* every day! You wouldn't have the time to do this. But I can't see any danger of failure in the newspaper business.

There will be more color. They'll be more like a magazine and less like a newspaper as we've always thought of a newspaper, but they will always be with us. But newspapers' competition will not be radio or television. Their competition in the future is going to be the weekly newspaper.

### Coming of community weeklies

In Canada today, we have about 897 weekly newspapers, but only a paid circulation of about 1,735,000. A lot of them are given away free.

A lot of the rural newspapers are going to die. Why?

As we get better and better roads, people come in to shopping centres in the major markets. The local little business disappears. This is the market the local weekly counts on for his revenues. And this market is going to die.

But as the death knell sounds over the remains of the rural weekly, community weeklies, serving the outlying suburban areas, will become one of the fastest-growing types of medium in Canada.

It costs more for an advertiser to cover the complete area of a major market newspaper when he only draws business from one or two sections of it. And the same thing applies to radio and television, because they cover a complete area. So they will turn to these community papers, which will consequently develop into a highly important medium.

*The Toronto Star* and *The Toronto Telegram* have been buying weekly papers around Toronto like there's no tomorrow. I think they have about eight each so far. One of two things will happen. They will use them as money-makers or, as these areas grow, turn them into daily newspapers. They will be the big competition for the newspaper. But, for the time being at any rate, they are not going to have the capacity to absorb much of the increased volume of advertising which is coming and the medium of outdoor advertising is not going to be able to absorb it either.

### Outdoor alert but limited

There are 189 markets in Canada served by outdoor advertising. This is a very alert industry which has become research oriented. Its main problems are in expansion. As a downtown area grows up, and as downtown spreads and spreads, and property becomes less and less adaptable or even available for locations, outdoor has to

go up on roofs or head out towards the suburbs.

Outdoor will always be with us and always be a good medium. Right now, it hasn't the potential to expand because it loses locations as fast as it can find them, but its revenue potential hasn't been scratched for the future.

In communications, we are going to be buying outdoor the same way as we buy radio, because with such things as Cronopaque and Batho devices, you'll be buying these by prime location. You'll be buying a location from 6 to 9 in the morning, then automatically the roll will turn and there will be a new poster there from 9 to noon to reach a housewife audience, and back from 12 to 1 for a mixed audience. In your prime outdoor locations you'll be buying on a time period basis in exactly the same way you buy radio.

This is not so far in the future—two to three years maybe. But outdoor is not going to be able to absorb a lot more of the increased revenue.

### Farm papers are done

A look at the farm publications is a look at disaster.

In 1951, our farm population in Canada equalled Metro-Montreal plus Metro-Toronto. In 1966, the population on every farm in Canada was less than that of Metro-Toronto. We've watched *The Canadian Countryman* die, *The Farmer's Magazine*, *Farm & Ranch Review*, *Farmer's Advocate* and *The Family Herald*.

Farm publications are going to be technical books, not consumer books, because radio and television signals cover all the farm homes. With improved roads, newspapers are getting out more and more. But the day of the farm paper, as it was, is dead. Why? Because of our modern communications of radio and television and increased delivery of newspapers.

### Magazines stand still

Our Canadian magazine industry is not going to grow.

70 per cent of English language magazines in Canada are strictly American imports, that are printed in the States and sold in Canada. They are always outdoing our books because when you go to the news stand you're in competition with 288 American titles. The American book looks like a better buy because it is a better buy. It has a 200 million market to draw on, so it can pay that kind of money for editorial, because they can get that kind of money from advertising which enables them to pay more for editorial, to get more circulation to get more editorial.

Let's face it! The Canadian

magazine industry only accounted for 4.2 per cent of the advertising volume in 1954; it only accounts for 2.4 per cent today.

To look on the magazine problem as being one of advertising is ridiculous. The problem is circulation, and I can't see why a Canadian nude isn't every bit as good as an American nude in the centrefold of *Playboy*.

Maybe we need a 55 per cent Canadian content rule for magazines!

### New field for supplements

Nearly all the daily newspapers across Canada carry either *Weekend*, or *The Canadian* or *Perspectives*. I think the *Halifax Chronicle-Herald* and the *Mail-Star* and *The Sault Ste. Marie Star* are about the last two real holdouts. They are both courted religiously by the two weekend publishers. *The Globe & Mail* publishes its own *Globe Magazine*.

The weekends accounted for \$11.6 million in 1954 and \$16 million in 1968, but even at that increase, they went down from 3.4 per cent of the advertising total to 1.8 per cent. Have they a future?

You might think while every publication has a weekend magazine, there is no hope for weekend magazines' growth. But there is no reason why there can't be a supplement every day of the week. We could have a travel supplement, a photography supplement or a supplement of funny papers, because we have something like 80 million American comic books coming into Canada every year.

The supplement field can have a tremendous growth because there are five days of the week left untouched.

You have areas, of course, such as transit and business papers, but the growth is limited. In fact the growth is limited in almost every area except the two electronic media.

### Growth of radio

The 1951 census, which was just before we came into the television era in Canada, showed we had 14 million people, and the best prediction for 1975 which we have to be planning for right now is 24,260,000 people.

In households in 1961, we had 4,554,000; in 1966, 5,180,000.

In terms of dollars, in 1952, when we first got television, we were at \$20 billion gross national product and I'm talking constant dollars here. In 1966 we were at \$36 billion constant dollars. Today we are about double—as of now, double what we were when we first got television. In terms of current dollars, we've gone from \$24 billion to about \$58 billion and this growth is going to continue.

It could be said in many ways that AM radio is a very mature medium in Canada. There are many markets where you can't possibly get in another signal. It's a very successful type of medium. It has had only one backward year and this was 1961, when its loss was one per cent. It has grown from about \$31 million to about \$92 million. And yet this was a medium that was supposed to die when television came in, but it didn't die, and there are three awfully good reasons why it didn't die.

The first, I think, goes back to the old CBC Board of Governors and to the BBG and I hope that the CRTC carries it on.

In the United States, if there is a frequency available, you can go after it and in markets the size of Kingston, Ontario you can get ten or eleven or twelve AM broadcasting stations, simply because the frequencies are there.

You get dog eat dog, where people can't afford good programming because they are down to selling spots at two and three dollars, and people do not get good programming from them and an operator just has to lead a pretty miserable existence. They can't give good public service because it has been made economically impossible for them to do so.

But in Canada we have limited the number of stations to what a market can economically handle.

When you grant a license you

can't guarantee that an operator is going to be successful. Certainly the Regina market can handle three private stations, but the fact that CKCK gets the bulk of the market is something a government cannot control. You do what is economically right and then people have to be businessmen and survive on their own. But the number of stations has been limited.

The second thing that's always happened in radio is that we always had an industry rating service. When television came to the United States, people said, "oh nobody is listening to radio any more." In Canada, because advertisers, agencies and broadcasters were all in the same pickle barrel—in the tri-partite operation of the BBM Bureau of Measurement—we all knew that people were listening to radio, and radio didn't die, because people at the buying and the selling end all knew what they had and what they could believe in.

The third thing is that so many good people stuck to radio, didn't go into television and said, "no, radio is my medium. I'm going to stick with it all the way."

But many stations in your major markets are getting into that very high level where they can't take much more advertising. You hope to expand audience and thus increase the rates you can charge, or talk advertisers into accepting a higher cost per thousand. But it is getting to be such a mature medium, you can't say it has unlimited growth, because you run out of AM frequencies in your major markets.

It is certainly going to continue to grow in secondary markets, and the market that may be supporting two stations today will maybe support four and do a lot of that on the basis of local advertising and local selling power. But there is going to be a definite limit on what your major markets can handle in terms of AM advertising. And then we go into the field of FM.

### What new role for FM?

Nearly all of the FM stations in Canada are owned by AM operators. I think there is a definite advantage to this because we are facing in Canada not just a population explosion, a household explosion and a dollar explosion. There is also a social explosion.

The people coming out of universities today, and in universities, are going to be demanding a different type of thing to what we demanded. There is a new awareness and consciousness. Can FM be allowed to be just AM or does there have to be a responsibility that FM be different and distinct

from AM programming?

Perhaps the broadcaster should be asked to make all his money in AM and contribute through FM. I don't know. I'm just raising this as something that could happen.

What I do know is that if we are going to expand the field of knowledge through the use of the radio medium, there are only two ways to do it—through taxes or through advertising.

Already in Canada today we've had, for years, PAY-Radio and PAY-Television. That's called the CBC. It's about nine dollars per person per year right now, and the cost is going up and keeping going up. Are we willing to pay for radio for the other types of education and special interest programming that we want? Or will the FM operator have to give a different type of programming and hope it is going to be profitable on the basis of his two operations combined rather than just on one?

The more I try to look into the future, the more I'm glad that FM licenses have been granted to AM operators. AM means ratings and ratings mean dollars, and unless you have the source of the dollars, you don't have the dollars to contribute in the form of different and varied types of programming.

### TV and the Cable Problem

In 1954, television could only get \$8,596,000 worth of business. In 1968, the figure rose to \$118,000,000, and I have to emphasize, plus Buffalo, plus Bellingham, plus Pembina, plus all the other border stations, and that's quite a bit of money.

Today we're running into a problem in television—it's too popular.

I found in a monitor check in the Toronto market that in the six to midnight period, CHCH was running at 98.7 per cent of capacity, and CFTO's Ted Delaney must have been sick that week, because he was only at 97.4 per cent—and about \$4 million streaming over to Buffalo, and what happens then? Advertisers say—if we can't get the time in Toronto or Montreal, we had better use another type of medium.

Television's growth is hampered in this way because, if there's no campaign in Toronto or Montreal you're not generally going to get it in Moncton or Red Deer.

We are also faced with cost increases. They're pretty fantastic. So unless your budget is expanding pretty fast you have this to reckon with.

But the operators have the cost problem too—the capacity problem and the cost problem.

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#### ANNOUNCEMENT

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Mr. Gilles Loslier, Vice-President and General Sales Manager, wishes to announce the appointment of Mr. A.L. d'Eon as Manager of the Toronto office of the firm. Mr. d'Eon has been with the company since its inception, eight years ago, and brings to his new position a wealth of advertising and media experience.

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Hardy Radio &amp; Television Ltd.



Gene Plouffe

Arthur Harrison, General Manager, Hardy Radio & Television Limited, announces the appointment of Gene Plouffe as Manager, Radio Sales, Toronto office, Hardy Radio & Television Limited.

Mr. Plouffe started in radio at CJIC Sault Ste. Marie as an announcer and progressed through sales and production to become Assistant General Manager of radio and television in the Sault. He has latterly been connected with CTV network and in broadcasting consulting services. The appointment takes effect April 1.

(Continued from page 28)

If we bring more television stations into the picture, is it going to diffuse audience or keep the cost in line? Is it going to keep the big market operators from raising their rates because of the increased competition? Or is it going to diffuse audience and cost the advertisers more money?

You can't blame the operators in the big markets for raising their rates because one of the toughest things is to say no to an advertiser. When you have a tremendous demand, you have to set up ground rules to cut down the number of people who want to buy from you.

You have to have 52-week contracts to avoid being flooded.

You have to make it as easy as possible to say no and not have people hate you.

But in Canada in television today, we have the problems of the big *and* the problems of the small.

We have markets which could support two or three more program services; we have some markets where it would be fatal if one more went in unless the right way is found.

The people in Kamloops are demanding a second television service.

I don't know how to get one in without putting the first one out of business.

We must find a way. The top priority the CRTC is faced with today is the proper extension of television service across Canada.

In the Maritimes it worked out to be pretty easy, but there are all sorts of areas across Canada where it is pretty difficult.

CTV made a very generous proposal. They would donate 25 hours of what they call their Station Time Sale Programming to each of the secondary market stations and they could sell all the time in it. They could also run the 25 hours of network time sales if, CTV could have the revenue from that. But in a market where there is CTV service already—and the average small operator counts on 20 per cent of his revenue from the CBC—advertisers are going to say they're getting that market for nothing from CTV, so to heck with the CBC.

Repeaters from major markets into the markets of little stations would be a disaster. You have the market of let's say Winnipeg, plus half of Brandon. Brandon suddenly becomes just half of Brandon and he's out of business.

→ 32

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We didn't think we could make  
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But we did.

We built a new studio in  
Montreal. So now we've got new  
consoles in both Toronto  
and Montreal.

Our Dolby noise reduction  
systems reduce tape noise. Now  
we can use our 8-track stereo  
systems and our 24-input  
consoles even more efficiently  
to make better recordings more  
smoothly and faster than ever.

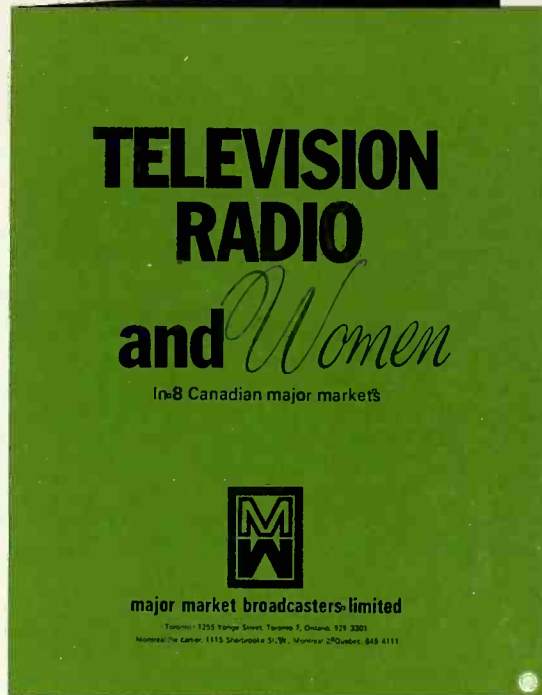
We've got everything you need.  
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Return the coupon today, and we'll forward your copy of TELEVISION, RADIO and Women by return mail. A limited number of additional copies is available for others on your staff.

I would like . . . . . copies for myself and others.

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Company: . . . . .

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City . . . . . Zone . . . . . Prov. . . . .

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For personal presentations or further information call us.

**major market broadcasters limited** Toronto: 1255 Yonge Street, Toronto 7, Ont. 929-3301  
Montreal: le cartier, 1115 Sherbrooke St. West, Montreal, Que. 845-4111

(Continued from page 30)

The lack of NTV momentum is a problem, because NTV could have put a service into many areas. They could have satellite delivery at low cost without taking away any local or regional business.

The worst and most ridiculous means of ever getting another service into each market would undoubtedly be putting a CBC and private station in every market across Canada. This country isn't ready for that yet. It would probably cost more than the defence budget before they were finished.

### Could UHF supply more program service?

We're moving into the area of Ultra-High-Frequency (UHF) (channels from 14 to 83), which most sets in Canada cannot receive today.

UHF is not a new medium, just straight, ordinary television on a different channel. No magic, no increase in sets in use, just damn hard work for the operator.

As of June 1, 1969, UHF tuners are going to be compulsory on all sets in Canada. This, if the American figures work out, will mean a growth rate of 1½ per cent per month—about eight years before there is a high penetration. Cable, especially in this area of Southern Ontario, can greatly aid the growth of UHF and make it more viable.

Should UHF be developed or will cable replace it?

In the 1966 census, 5,300,000 people, 25 per cent of our population

either lived on farms or were "rural—nonfarmers", not economically feasible for cable to serve, and "The Just Society" calls for that 25 per cent to be served the same as those who live in cities. So UHF must be developed. For the next ten to twelve years at least we have to count on new major television services originating from transmitters and probably on the UHF band.

We need more program service. Unions like ACTRA say we have to have 75 per cent Canadian talent. That's not the answer—that's the surest way to kill Canadian television—it's the fastest way to lose audience to American channels—to bring about mediocrity.

The whole thing has to be pumped into a third Canadian service, where you have the American shows to build your audience—and they do—to support your Canadian shows. You can make your money selling the American vehicle to subsidize your Canadian vehicle.

You go up to 75 per cent Canadian production and you cut down the amount of American that they can make their money on and you start a rat-race leading to the destruction of the Canadian talent industry.

We have to pump in more Canadian service in the places where the market can stand it. Also, we're going to have to start, once and for all, to realize that talent is international; that we have to get onto the basis of co-production with the United States; that we can't close our border, but have to work out some kind of an auto-pact, which is the only way to assure a Canadian production industry.

### Should cable originate programs?

Should cable systems be allowed to originate programs or not?

To me, there are several answers to this.

There are markets where a cable system originating programming and selling advertising could hurt the current television or radio broadcaster badly enough to put him out of business.

There are other places that haven't a hope of ever having a local television service where they could have a local service on cable and not hurt any present operator.

It would be folly to put a UHF station in St. Catharines. You would probably run into the same restrictions on programming as you find in Windsor. But there is no reason why, in these border areas, they could not have news, weather, sports and events on a cable system, without hurting any broadcaster or newspaper or any other kind of advertising medium.

I think they should be allowed to originate for ETV and special interests.

Should we have a broadcaster owning the cable system in his own market and originating programs? Would he not have two television licenses in the same market?

Should we allow the microwaving in of American stations?

The people in Calgary and Halifax say "Why should we be stuck with just two services, while you people in Toronto, because of geography, have seven?"

But look what happens if we allow American stations to come into Calgary for example.

Calgary becomes an extension of that American station's audience. It's picked up by the rating services and the American station says: "Wow! I've got something here. I can charge for it." So he starts selling in Canada in competition with the Canadian broadcaster.

The American advertiser says: "The rate has gone up for this station and it has gone up for the network. We'd better charge this money against Canada, take it out of the Canadian budget." A great deal of this is done in the Toronto market today—and before you know it you have the American station becoming big and wealthy, because it is serving two markets, and the Canadian station is decreasing.

It's a vicious circle and I go back to the only way we can have a third service. It's not to microwave it from the United States, not to kill our entire industry in Canada, but to bring in more Canadian talent at the right time in the right places.



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CAB Convention, Edmonton, April 27-30



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# Canadian ownership is CRTC ultimatum

AN ULTIMATUM FROM THE CRTC, issued March 28, gives Western Ontario Broadcasting Co. Ltd., licensee of CKLW Windsor, Ont., 17 months to divest itself of U.S. ownership or lose its license.

The decision states "the license for this station is hereby renewed to September 1, 1970. The request for exemption from Order-in-Council P.C. 1968-1809 is denied."

S. C. (Cam) Ritchie, president CKLW, told *The Broadcaster*: "We are pleased to have received the same renewal period of our AM radio license as that received by many other stations across Canada.

"Western Ontario Broadcasting Co. Ltd. will, of course, adhere to the CRTC directive relating to ownership. During the next few months the company will explore the most suitable structure for providing Canadian radio and TV service to the community of Windsor."

According to the records of the Commission, the issued shares of capital stock of Western Ontario

Broadcasting Co. Ltd. are owned by R.K.O. Distributing Corp. of Canada Ltd., which in turn is owned by R.K.O. General Inc.

R.K.O. General Inc. is a U.S. corporation owned by General Tire & Rubber Co. of Akron, Ohio.

At the London, Ont. public hearing March 4-6, CKLW asked for more time to comply with the Order-in-Council. This stipulates that the Canadian broadcasting system make use of radio frequencies that are public property and that the "system should be effectively owned and controlled by Canadians."

The Order states that no more than 20 per cent of any broadcasting outlet can be owned by non-Canadian interests. CKLW, the Commission was told, is 100 per cent U.S.-owned.

Management of the station asked the Commission for special exemption - "due to special circumstances". Although located in Windsor, CKLW has a potential listening audience of some 2,000,000 in Detroit, and is beamed toward the U.S.

The Commission said that, according to the Order-in-Council, Western Ontario Broadcasting Co. Ltd. "is not an eligible corporation for a license granted by the Canadian Radio-Television Commission."

If the exemption had been granted, the Commission would have had to satisfy itself and the Cabinet "that it would not be contrary to the public interest."

The Commission said it found it could not do this after having given "careful consideration to the petition of the licensee, to the programming of the station, and the unique situation of this station and its relationship to the Canadian broadcasting system.

"P.C. 1968-1809 is replaced by a new Order-in-Council which does not change the eligibility of Western Ontario Broadcasting Co. Ltd. for a renewal license, but permits the Commission to grant a license to the first day of September 1970, in order to give the licensee an opportunity to comply with its provisions or to dispose of the assets of the station."

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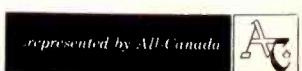
TRALEE

SOUTHAMPTON

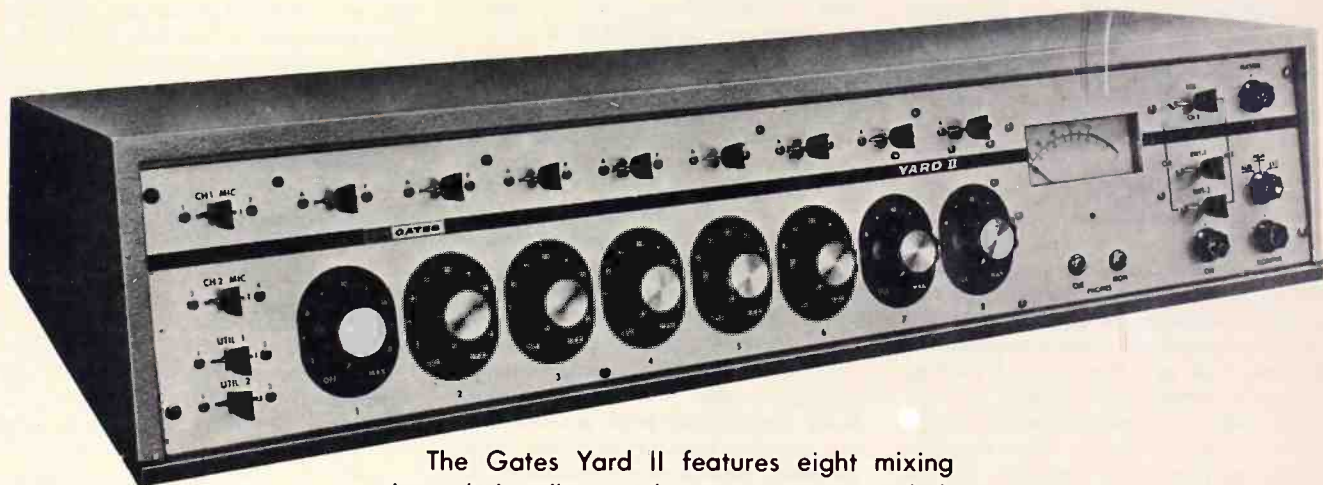
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The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

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# Cabinet delays are stifling the industry

**A BITING DENUNCIATION** of the Federal Cabinet for delay in issuing an Order in Council making it possible to renew certain broadcast licenses was given by CAB president Ray Peters at the BC Association of Broadcasters meeting in Harrison. Peters was speaking at the time when the much-delayed order was finally released—March 31. A transcript of Peters' address follows:

Let me begin by telling you one of the most appalling stories I have heard for a good many years, said Peters. At midnight tonight the licenses of some twenty-four radio broadcasting stations across Canada expire. As I speak to you right now, I can accurately assume that many of these stations do not know whether or not they can continue broadcasting past midnight tonight. In order to be fair about this, I want to make it entirely clear that this is not the fault of the Canadian Radio-Television Commission. That Commission has been, and is now, up against problems over which it has no control.

Last September the Government of Canada issued an Order in Council dealing with the matter of Canadian ownership of broadcasting stations. It was quickly realized that the Order in Council was not clear and could not

be understood. Since that time we have been pressing the Government for clarification which would make some sense. Many of the twenty-four licenses that expire tonight, March 31, 1969, could not be dealt with by the CRTC until the new Order in Council was in their hands. I was in Ottawa the latter part of last week working on this dilemma and the Order in Council had not been delivered to the Commission by last Friday. It is my understanding that it is being officially delivered just about the time I am talking to you today.

What concerns me, and very deeply, is the fact that the stations involved are amongst the biggest and the best run in Canada. Without exception they have excellent records of public service to their communities.

Peters interjected at this point the information that license renewals for some stations had been announced in the *Canada Gazette* of a few days previous, through a clerical error. He gave the essence of the Order in Council that had been released as he spoke, and continued his bitter comments on the performance of the government.

Here we had a situation in which about two dozen stations were com-

pletely and totally uncertain of their future. They could give no answer to their shareholders, to their banks or to their employees. You can imagine the pressure that was on me and your association. We have been receiving frantic telephone calls and telegrams not only from station owners, managers and shareholders, but from employees, some of whom were trying to make up their minds whether they should stay in broadcasting in Canada or accept offers from the United States or other parts of Canada.

In total, we were dealing with a capital investment of not less than fifty million dollars. We were dealing at least 3,000 employees to say nothing of their wives, families, shareholders, suppliers and others. Whatever other difficulties may have been before the cabinet between New Years and today, and I recognize that there were many, I am sure you will agree with me that it is incredible that all these people could be left in a cliff-hanger situation until today, the very last minute.

From the beginning of broadcasting in Canada we have been told by each individual government that we are a chosen instrument of policy designed to promote an understanding of the Canadian identity, and to do all we can to make this country distinctively Canadian. That is an objective with which we can all agree.

The private broadcasting industry of Canada has never sought any kind of subsidy or concessions from the public purse, and does not propose to do so now. On the other hand, we do not feel we deserve the intimidation and the harassment that has been directed to Canadian broadcasting over the years as illustrated by the twenty-four broadcasting stations who do not know whether the laws of the land will permit them to broadcast or to stay in business tomorrow.

In another section of his address the CAB president turned to the role of broadcasting in education, information and entertainment.

He stated part of the information is commercial. Our medium has proven many times that it can move goods on a mass basis, which means mass employment which is the very founda-

## You're in good company...

Fleischman's Yeast  
Royal Bank  
B.C. Tel  
Robin Hood Flour  
Marshall-Wells  
Penner Tire  
Cunningham Drugs  
Sweet 16  
Mutual Life  
Coca-Cola  
W.K. Buckley  
Royal City Foods  
Canadian Propane  
Mining Ass'n of B.C.  
Standard Oil  
Five Roses Flour  
Western Drug Stores  
B.C. Sugar  
Toyota  
Dominion Directories

Plymouth  
Imperial Tobacco  
Pacific Milk  
United Van Lines  
Serta Mattresses  
Massey-Ferguson  
Evelyn Woods Course  
STP Chemicals  
General Paint  
International Harvester  
Stanfield's  
Outboard Marine  
Dodge  
Benjamin Moore Paints  
Sprite  
Zonolite  
B.C. Tree Fruits  
State Farm Insurance  
Toronto-Dominion Bank  
Benson & Hedges

Pacific 66  
Pontiac & GMC  
Homelite Chain Saws  
Bank of Nova Scotia  
Rexall Drugs  
Tastee Freez  
Keystone School Supplies  
Dairyland  
Chevrolet Cars & Trucks  
Lever Brothers  
Canadian Kodak  
General Foods

*(A partial list of national accounts that have advertised on Fraser Valley Radio during the last twelve months)*

.....WHEN YOU ADVERTISE ON

**CHWK CFVR**

CHILLIWACK **1270** **1240** ABBOTSFORD

THE MOST EFFECTIVE ADVERTISING MEDIUM IN THE FRASER VALLEY

tion of our economic society. As a result, it has contributed substantially to our standard of living. If repeated blows of the hammer weaken the ability of broadcasting to convey business information, it will also be a blow to the standard of living for all Canadians.

I referred a moment ago to education. Private broadcasting in Canada can help to educate, but we cannot be education. We can give the religious pulpit extended coverage, but we cannot be religion. We can and do help the average Canadian home, but we cannot be parents to all Canadians. No matter how hard we try, we can never fulfill the total hunger for selective viewing and what is, and must be, mass oriented service. We can only hope that the patrons of the highly specialized arts will satisfy their urge for greater fulfillment in many other services including the small magazines, the public library, night school, the proposed new educational broadcasting service, and indeed those specialized programs offered to the limit of our ability, finances and personnel by the Canadian Broadcasting Corporation, the CTV Television Network, and the individual radio and television broadcasting stations.

I have spent my entire adult life in the communications business, and as a result I know that most broadcasters are conscientious citizens doing the very best they can towards the development of this country.

The private broadcasting industry and the individuals in it will try to continue their magnificent record of service to the community and the best they can possibly do within the limits of economics and geography imposed upon us to assist in the development of the Canadian identity.

We do not ask for sympathy or subsidy or special assistance, or even for any high degree of understanding. We do ask, and I think we are entitled to ask, that there be no particular special roadblock set in our way.

The atmosphere that I described earlier where twenty-four stations were waiting for their licenses to be renewed is an example of what I mean. Surely it is an incredible situation when some of the largest, longest established, best operated broadcasting stations in Canada don't know at noon of Monday, March 31, 1969, whether or not they will still be in business at midnight of the same day.

If the broadcasting industry is that unimportant to the government, surely we are entitled to ask whether the government is really serious when it asks us to make imaginative and expensive contributions to its chosen objective.



CAB PRESIDENT RAY PETERS



BCAB PRESIDENT DON HAMILTON

## "The year of the beer"

"THE YEAR OF THE BEER" was the hope expressed by president Don M. E. Hamilton in his stewardship report to the annual meeting of the BC Association of Broadcasters in Harrison Hot Springs, March 31-April 1.

Hamilton was referring to the fact that B.C. broadcasters have been attempting to obtain permission for many years to carry beer and wine advertising. Over 80 per cent of B.C. residents can see such advertising from U.S. outlets, often with Canadian brand names being involved.

In January 1969, the BCAB prepared another brief on the subject, this one quite exhaustive, and placed it on the desk of the Attorney-General. The following day the A-G announced a Royal Commission to study the BC Liquor Act, a coincidence for which Hamilton modestly refused to take credit. The BCAB will appear before the Royal Commission in June.

There were some victories in 1968 too, however, one of them being an amendment to the provincial act concerning libel and slander. The Legislature approved a change whereby broadcasters now have the same rights of retractions as the printed media—a change that has been long in coming.

The Hon. Ron Basford, Federal Minister of Consumer and Corporate Affairs, spoke to the broadcasters but avoided the controversial areas that most BCAB members had expected him to explore. Instead, the minister spoke of Canadian unity, giving passing reference to the role of the electronic media in achieving this goal.

Harry Boyle, vice-chairman of the CRTC, traded off-the-cuff questions and answers with the delegates for an hour or so. Boyle's main theme was that his organization is as much out for information and exchange of opinions as it is for regulatory action. He suggested that the overall review of the regulations now under way may

come to public hearings within a few months.

A dramatic demonstration by the students of the Broadcast Technology course at the BC Institute of Technology was given, under the direction of Laurie Irving, long time BC broadcaster, who became head of the department at BCIT when it opened a few years ago. The BCAB was responsible for having the course included at the Institute, and has maintained a close relationship with day-to-day activities.

A new development has been that of having students in the graduating (second year) class go out into the field for a month-long "practicum", or a one-month opportunity to see broadcasting as it is—as against classroom settings.

Jobs for BCIT broadcasting graduates have been available at a remarkably successful rate.

During the convention the students produced capsule radio and TV programs for the delegates, demonstrating their abilities to achieve interesting results with a minimum of equipment.

Another unusual item on the agenda was an "Inter-Church" presentation by the Reverends Art Hives and Rodney Booth, of Inter-Church Broadcasting. The presentation compared the traditional, and dull, approach to religious broadcasting with the approach of the Sixties, wherein such broadcasts most often concern themselves with social issues, not church services.

The BC Chapter of the CAB Quarter Century Club held its third annual luncheon and devoutly dedicated itself to continuing a program of the least possible effort! However, attempts to gather together some form of history of BC broadcasting will be made, and, barring blizzards, a mid-winter meeting will be held. Dorwin Baird was elected volunteer permanent chairman.

# The Reps have it.

80% of rep houses have Telex. So do 20 top agencies. Telex is big in business communications. Particularly in the communications business.

With Telex you can send, receive and confirm avails, schedules and prices. Instantly.

With Telex you'll be able to write "instant letters". Without the delay and cost of typing and mailing. Telex receives 24 hours a day — unattended. No minimum, pay-as-you-use tolls apply.

(P.S. — Broadband, Telex's big brother, can transmit voice quality sound across Canada in seconds.)

CN-CP offers many more specific benefits to the broadcast industry. Call a CN-CP expert soon.

## TELEX



**CANADIAN NATIONAL—CANADIAN PACIFIC  
TELECOMMUNICATIONS**

## finance

Since the beginning of 1966, the communication stocks have been amongst the most popular issues on the Toronto Stock Exchange. Investors' interest has been aroused in part by more companies offering shares to the public. In addition, the communication group's superior earnings growth relative to other mature Canadian industries has not been lost upon investors.

For the past several years both radio and television advertising have continued to capture a larger share of the total advertising dollar. In 1967 both media sharply out-paced the growth (7.7%) of total advertising revenues, with television and radio advertising up 10.9% and 10.6% respectively. Broadcast advertising got off to a slow start in 1968, reflecting the prevailing uncertain economic environment. However, television finished 1968 with a 6.0% gain and radio experienced a lesser 4.0% increase compared with total advertising revenues 5.9% advance.

The TSE Communications Index is comprised of six stocks—namely, Maclean-Hunter, Selkirk Holdings, Southam Press, Standard Broadcasting, Thomson Newspapers and Western Broadcasting. The Index's weighting is determined by the value of shares in publicly-held hands. Therefore, Southam Press comprises the largest factor in the Index.

CHUM Limited 'A' shares were issued to the public at \$10.50 per share in 1967. The issue was greatly oversubscribed with the result that initial trading in the shares commenced around \$17. The stock has subsequently traded in a price range between \$17 and \$22. CHUM's price/earnings multiple is below the other companies in the TSE Communications Index. Analysts attribute this to the company's recently lower earnings growth caused in part by the competitive nature of the specialized markets served by CHUM Limited.

Famous Players was the strongest performer among the communications group last year. The stock has risen 160% from its average 1966 market price with an 86% advance alone in 1968. This market strength is attributed by analysts to the excellent earnings progress of the company's basic leisure time activities. In addition, investor interest has been spurred by proposals to spin-off the broadcasting and CATV interests into a new communications company in which Famous Players would initially own a majority equity interest.

Maclean-Hunter has nearly doubled from its average 1966 market price, with this upward market move contained almost entirely in 1967. Market action has been closely related to the company's earnings trend which similarly featured sharp increases for several years up to and including 1967. In 1968, Maclean-Hunter's earnings declined by 35% as a result of soft

→ 40

INTERNAL MEMO - NOTE DE SERVICE

FILE:  
DOSSIER:

Subject / Objet:    Re: Commercial Programming 1969/70

FROM / DE:

Director of  
Entertainment  
Programming

TO / A:

J. R. Malloy  
Director of  
TV Sales

Having introduced your new Network Rate Cards to advertisers and agencies, I can appreciate your eagerness to follow it up with a release of our prime time commercial schedule for next season.

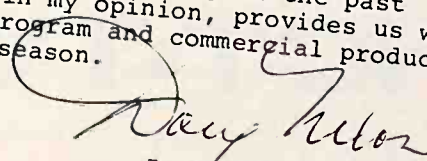
Therefore, rather than wait for finalization of our total product, I am pleased to confirm the commercial portion for next year. I am sure you and your sales staff will agree that we have met our objective of providing the best possible product available and would draw particular attention to the MetroNet which was given some priority to ensure that it remains commercially viable.

The MetroNet line-up includes a return of DISNEY in its usual time slot and DORIS DAY. In addition, as new entries we have THE GOVERNOR AND J.J. starring Dan Dailey; JULIA which was very successful as a selective program last year and two new Canadian entries, a comedy series called IRISH COFFEE and a variety series yet to be named. Added to this list are two front runners from last season's full network line-up, BONANZA and MISSION: IMPOSSIBLE.

The full network will see the return of TOMMY HUNTER, SULLIVAN, FRONT PAGE CHALLENGE, NAME OF THE GAME, HILLBILLIES and HOCKEY. This will be supplemented by nine new entries. These are on the works of James Thurber; a comedy series based of Canadian variety and an exciting drama series tentatively entitled SUNDAY AT 9; THE DEBBIE REYNOLDS SHOW; McQUEEN, a Canadian produced newspaper action line series; THE BOLD ONES, a three part series featuring E.G. Marshall, Burl Ives and Leslie Nielsen. In addition we will have a two hour feature film, THE BILL COSBY SHOW, a Canadian variety show as yet untitled and the ROWAN & MARTIN LAUGH-IN.

This schedule represents the most sweeping changes undertaken in network programming in the past several years and, in my opinion, provides us with the best possible program and commercial product as we enter into next season.

Toronto, Ontario,  
March 27, 1969.

  
J. D. Nixon.

We must be  
**TURNING  
 CALGARY  
 ON!**  
 because...  
 they're turning  
 us on!

\*16 OF THE TOP 20 SHOWS  
 - HOUSEHOLDS

\*17 OF THE TOP 20 SHOWS  
 - PERSONS



**CHCT-TV**

Calgary's  
 Eyewitness Station

represented by



\* Jan. 1969 NBI

**finance** (Continued from page 38)

markets for business paper and consumer magazine advertising. The outlook for magazine advertising revenues in 1969 is improved over that of last year and analysts anticipate higher 1969 earnings for Maclean-Hunter despite the burden of recent hikes in postal rates. During the past eighteen months, the company has been aggressively expanding its CATV interests.

Selkirk Holdings 'A' was the weakest issue in the TSE Communications Index in 1968, declining 13% after a market advance of more than 100% in the previous 18 months. The market performance last year was probably the result of the soft tone of national advertising revenues particularly in secondary markets which represent the substantial proportion of Selkirk's operation. Most analysts anticipate a cyclical recovery in Selkirk's operations in 1969. Because it already owns majority interests in a larger number of radio and television stations than any other public company, Selkirk's ability to acquire more broadcasting properties hinges on future CRTC policy in this area. The company's application to dispose of its interest in Wentworth Broadcasting (which operates CKOC-AM, Hamilton) and to acquire a direct interest in CHCH-TV Hamilton, a major market station, has been scheduled to be heard by the CRTC this month.

Southam Press has advanced 60% from its average 1966 price up to last March. While its market appreciation in this period was below the others in the group, analysts note that two years ago the company was well recognized as a quality investment vehicle and Southam was accorded a higher price/earnings ratio than any other communication stock. Consequently it has not experienced the upward valuation of price/earnings multiple, characteristic of the other companies in the group. The company experienced an above-average year of growth in 1968 with earnings up 16% over 1967.

Standard Broadcasting's shares currently trade at a higher price/earnings multiple than the other companies in the TSE group. This is a reflection of the competitive position of the company's radiostations in Toronto and Montreal, along with its approximate \$5 million cash designated for further broadcasting properties. Analysts believe these factors should give rise to continued above-average growth.

Western Broadcasting's current market price is approximately 340% of its initial issue price to the public in June 1966. Like Standard Broadcasting, Western trades at a premium price/earnings multiple. However, in assessing Western's price/earnings multiple, analysts note that reported earnings do not include Western's share of unremitted earnings in B. C. Television (CHAN/CHEK-TV Vancouver/Victoria). In recent weeks the CRTC approved the application whereby Western will be allowed to increase its interest in the television company from 17% to 38%.



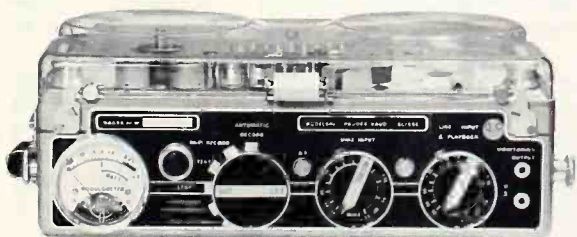
# NAGRA

## wins its second Oscar.



In 1966, the Nagra tape recorder won its first Oscar at the Academy Award presentation in Hollywood.

Now it's won a second—Oscar Peterson. He's a Nagra fan for the same reasons most pros are. It weighs only 14 pounds. Goes anywhere with you to record sound effects, music and dialogue to full studio standards. Oscar takes his when on tour to record anything and everything including some of his LP releases. It doesn't bug under any conditions and it's rugged enough to take rough treatment.



"High fidelity over a range of 30-18,000 c/s is the type of performance you expect from a large console," says Oscar. "Nagra does it hanging from your shoulder." Of course, you don't have to take Oscar's word for it. Try it yourself. But as you know, Oscar makes only sound recommendations.

NG-24 (R)

# BRAUN

**BRAUN ELECTRIC CANADA LIMITED**

3310 Elmbank Road

Malton, Ontario

# Advertising helps good <sup>products</sup> ~~things~~ happen

by Dick Lewis

J. PLUNKETT MIRANDO JUNIOR gazed uneasily at the hand-scrawled letter on his desk. It was a complaint against the Great House of Mirando's great product, a dog flea repellent called **Mirando Flea-Free**, "No flea on me with **Mirando Flea-Free** (regd.)" the label read.

J. Plunkett Mirando Junior hated complaints.

Now 73, J. P. Junior had inherited The Great House of Mirando from J. Plunkett Mirando Senior, whose father, just plain J. Plunkett Mirando, had developed **Flea-Free** from a secret recipe his grandmother had used on her pet collie, during the Riel Rebellion.

Back in 1918, J. P. Junior started to regard **Flea-Free**, mainstay of the family business (because it was their only product), as a household god, the lares (or was it penates?) of The Great House of Mirando.

It was a sacred mission young J. P. had inherited, and, when the moon was full, he had frequent visions of the shades of his father and his grandfather, flitting happily from one celestial cloud to another, while the shadows of hundreds of thousands of departed canines followed them everywhere, gratefully licking their hands all the way into eternity.

## And now this complaining letter . . .

There was no begging the question. This woman had definitely found a flea on her poodle, after it had been treated with **Mirando Flea-Free**. Oh the shame of it!

Throughout his business career, J. P. the Younger, had been nothing if not progressive.

In 1928 he met a man at a whist drive who told him he should do some advertising.

J. P. was so taken aback, he went for a long ride on his bicycle. "Advertising! Advertising! Advertising!" the wheels kept singing. "Wouldn't it be undignified for such a reputable firm to be a party to vain-glorious boasting and bragging?" Everyone knows The Great House of Mirando and **Mirando Flea-Free** is a household word."

J. P. knew it was a losing fight. He knew he would have to discard his prejudices (he called them principles) just as one day his wife — and perhaps even his secretary, Miss Belinda Carroway — would give up their corsets for girdles.

Besides, suddenly a number of fly-by-night companies had started flooding the market with inferior concoctions, selling for half the price of **Flea-Free**.

If the truth was known doubt and a little skepticism had

crept into J. P.'s heart. Sales had dropped nearly forty per cent in the past six months. This **Dog-Gone** was nothing but a flea-tinting fancy, J. P. quipped, trying like everything to convince himself it was all a big joke.

Finally one of his junior executives persuaded him to call in a marketing expert. J. P. thought **Marketing** was a trade magazine, proponent of advertising in print, but he didn't let on.

**Things had begun to hum** in The Mirando Building. J. P. had taken to shedding his jacket and rolling his sleeves, as he sat in his mahogany-paneled office behind his mahogany desk.

He had added two new telephone receivers to the original one. Neither of them was connected to anything, but one of his growing corps of consultants, by the name of Eustace B. Flugg, had told him it was good for his image.

J. P. hadn't an idea what an image was, but, as he told Miss Carroway, he had decided to proceed with the pleasantries. Miss C. knew he meant "go along with the gag."

**Advertising seemed logical**, but what should this advertising say?

J. P. sat at his desk into the wee small hours. His only diversion was an electric sign which kept flashing the words: "No flea on me with **Mirando Flea-Free**."

The sign appeared to be repeating this over and over again, as if the dog in the corner of it was saying it. It had been there since Grandfather Mirando's day, and to J. P. Junior, it was just part of the scenery.

Ten or a dozen consultants later, one of them — it was the same Eustace B. Flugg incidentally — came up to the office in a great state of excitement. He insisted on bursting in on J. P. while he was having his morning tea and toast. Miss Carroway did her best to stop him, but it was no use.

Without a good morning or a by your leave, Eustace B. Flugg said: "We got it, Chief."

"Got what?" asked J. P.

"What Mirando needs. It's a slogan."

J. P.'s mind turned over a couple of times. "What slogan" he asked.

"That's the whole problem", said Eustace B. Flugg.

"What we need, J. P. is a slogan which will tell every dog-lover what **Flea-Free** can do for him — and for his dog too. Something like 'No scratch, no itch, for dog or bi . . .'

Edmonton's Radio Stations

CJCA - CFRN - CHFA - CHQT

are looking forward to seeing you

at the

43rd ANNUAL MEETING

of the

Canadian Association of Broadcasters

in Edmonton April 28 - 29 - 30

*This one, you !&\*?#@!!s, you'll remember for years!*

No perhaps that wouldn't quite do.

"I'll tell you what, Mr. Miranda, I'll get the next plane to New York and see a consultant I know. He's the guy who came up with 'Don't call me; I'll call you'.

But Eustace B. hadn't finished. "Another thing we should do," he said, "is talk to Robert E. Oliver. He's the executive vice-president of the Canadian Advertising Advisory Board — that's the CAAB — and they try to persuade advertisers to use slogans and ads which tell the truth before the government climbs down their backs and makes them. Don't mislead the public and all that."

Three days later Eustace B. Flugg came up and yelled. "Here it is, chief, the most terrific slogan you ever heard. And there's art work too.

"You see, chief," he said, "here's this dog up in the top left corner of this display and now hold onto the side of your chair and hear what the dog is saying." He flicked the switch, the dog's mouth kept opening and shutting and the sound came out: "No flea on me with **Mirando Flea-Free**."

He was quite overcome. To J. P. the slogan sounded vaguely familiar. He wondered where he had heard it before.

Eustace B. Flugg stood back a moment to admire his production. Then, with a choke in his voice, he said, "Chief, doesn't it lay you in the aisle?"

This was an experience J. P. had never been through, so he wasn't sure.

Before this flashback, we had J. P. at his desk, contemplating a letter of complaint he had received from a customer, who said she had always relied on **Mirando Flea-Free** to keep her poodle, Lucinda, safe from fleas. The other day, she had distinctly seen one of these monsters hopping around on poor Lucinda's back. Now she was

upset.

She was upset because she was sure Lucinda was experiencing discomfort. She was also upset because she felt as though she had been betrayed by an old and trusted friend.

J. Plunkett Miranda Junior was upset too. Robert E. Oliver of the CAAB had told Eustace B. Flugg he thought the **Flea-Free** slogan was fine provided it really kept dogs flea-free, and now it had failed him.

Long before this though, some of Eustace B. Flugg's embullience had rubbed off on J. P., and he had gone all out. But he had yet to receive the complaining letter.

J. P. had had the package redesigned, with the slogan prominently but artistically displayed. Modernized posters, automated and everything, were strategically displayed all over the country, with orders to keep adding to them as suitable locations became available. On radio and television, the **Mirando dog** was voicing the slogans in spots, and of course there were print displays.

All in all, J. P. had budgeted for this campaign up into the hundreds of thousands. Now it was all wasted on account of that woman with a flea on her poodle. What should he do? The name, **Mirando Flea-Free** was a plain statement of fact. But it was also a fact that Lucinda, treated with **Flea-Free**, had harbored a flea in her coat.

Secretaries come and secretaries go. At least some of them do. But Belinda Carroway just came, some forty years ago, and never went.

Through these forty years, Belinda, or Carrie as she was called privately by the **Mirando** family, never expressed an opinion but always knew exactly what was going on. (Actually she was an active member of the Consumers Association of Canada. She wasn't sure what it did but she had never told a soul in the office, just in case.)

All a-tremble, she stood on the threshold of J.P.'s

# EFFECTIVELY REPRESENTING... CANADA'S MOST EFFECTIVE RADIO AND TV STATIONS

Call the specialists...



ART HARRISON  
General Manager



Geo. Hellman  
Montreal



Jean Senecal  
Montreal



Ted Tevan  
Montreal



R. Lisabelle  
Montreal



Bob Proctor  
Montreal



H. Kolomaya  
Winnipeg



Jim Crawford  
Vancouver



Dick Sienko  
Toronto



Chas. Powell  
Toronto



Steve Hand  
Toronto



Doug Loney  
Toronto



Gene Plouffe  
Toronto



Pat Rowsell  
Toronto



Weldon Wilson  
Toronto



**HARDY** RADIO & TELEVISION LIMITED

QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER

office. After a moment he raised his eyes. "Yes, Carrie?"

"It's that woman with the dog with the flea, J. P.," she said. "You are upset, because it makes lies out of your advertising."

"Indeed I am upset", he said. "I suppose the honest and upright thing to do would be to have all the spots and posters changed and get a new slogan. Disaster! That's what it is."

"You could change the advertising, I suppose," she said, "even if it killed its punch as Mr. Eustace B. Flugg would say."

"Is there another way"? J.P. asked despondently.

"Advertising is supposed to represent the product truthfully and without misleading. That's what the Code of Ethics says." Carrie, warming to her subject, sat down on the chair J.P. kept for his customers -- the important ones -- crossed her legs, and, waving her first finger in the direction of J.P.'s mid-section, went on in the firm tones of a soap-box orator or consultant: "The trouble with you, J.P., is that when you tycoons get into trouble with your misleading advertising, all you can ever think of is changing the ads." (How proud the CAC girls would be of her for this!)

Carrie had said her piece, and sat back to let it sink in. Besides she was completely out of puff.

J.P. swallowed ominously a time or two. Then he said quietly: "Haven't you some more letters to type?, Miss Carroway?"

"I don't care what you say, J.P.," she panted. I know what you could do to save the advertising and make it work."

J.P. could think of nothing to add, so he said nothing.

"It would make your advertising work," she said, her tone trembling with emotion, "because it would make" -- dramatic pause -- "it would make our beloved Flea-Free work."

"Make Flea-Free work"? he shouted. "Good heavens woman, what are you saying?"

"Mr. Mirando" she went on -- her voice was pleading now -- "My old grannie used to have a dog and no flea ever dared so much as light on his coat."

"What on earth are you talking about?"

"Granny used to bathe Rover -- that was his name -- every week, and do you know Rover never had a single flea -- that's what I said a single flea -- that dared come near him."

J.P. tried to think of something to say but failed.

"And do you know why?" she went on. "Just five cents worth of coal oil in his bath, that's what did it, that's all. Just a tablespoon every week. A little coal oil in every batch of Flea Free would work the same for you."

J.P. was stunned. "Well, I'll be damned," he said at last. And this was the first time in forty years Carrie had heard him swear. J.P. rose from his desk and strode out into the factory.

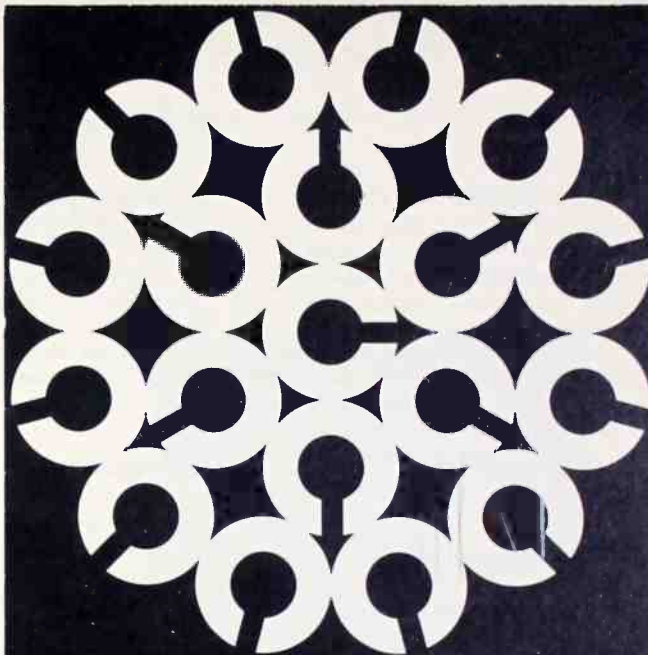
After a curt explanation, he put his head together with the chief chemist and his three assistant chemists. They pored over their bunson burners and their retorts and their Third Year Chemistries and then finally came up with a formula which would add just the right amount of kerosene (that's the fancy name for coal oil) to do the job on Flea-Free.

So, not just their advertising, but all advertising was saved because they had developed a unique, an original, a revolutionary idea of leaving the advertising just as it was and remaking the product to conform with the advertising.

They did just this -- that's all -- and it worked.

So they all lived happily ever after. Except for the fleas of course. Nobody knows what happened to them, because nobody ever saw one again.

The executive vice-president of the Canadian Advertising Advisory Board, Robert E. Oliver, was simply delighted.



The key thought in the Chum Limited corporate symbol is the orderly progression from a central core of a series of growing and self-contained shapes based on the letter "C". The arrow shapes indicate a multi-faceted group of companies moving in several directions under one corporate grouping.



#### Chum Group

CKVR/TV	Barrie
CJCH	Halifax
CFRA	Ottawa
CFMO/FM	Ottawa
CKPT	Peterborough
CHUM	Toronto
CHUM/FM	Toronto

**CGE Exec. breakdown.** Canadian General Electric has broken down its broadcast business into four major areas, the manager of each reporting directly to Commercial Communications Manager, Harry Dawson.

C.E. (Lou) Spence becomes manager, broadcast engineering and production; Nicholas Tomcio takes over TV antenna engineering production and test; J.D. Pugsley manages sales and planning, and A.L. Hames, broadcast administration.

**TTF Lighting Symposium.** The 5th annual Lighting Symposium, sponsored by the Theatre, Television and Film Lighting Committee of the Illuminating Engineering Society, will be held at the Sheraton-Chicago Hotel in Chicago, May 25-27.

Anyone interested may obtain further information from the TTF Lighting Committee-IES, c/o Robert T. Stebbins, WGN, 2501 Bradley Place, Chicago, Ill. 60618.

**Agency name change.** The oldest wholly Canadian ad agency, McConnell Eastman Ltd., has changed its name to McConnell Advertising Ltd. "to modernize the agency's public image so that it will reflect recent developments within the company," said Peter W. Hunter, president.

"The new designation retains the identifying 'McConnell' bridge with the past," he said.

Three vice-presidents have moved to new posts: W.E. Nodwell, senior vp, agency services; Colin J. Smith, vp and Montreal manager; Clarke Wallace, vp and Toronto manager.

**JWT Appointments.** Alun Jones, A.C.I.S., to secretary-treasurer and member of the Canadian Board of Directors of J. Walter Thompson Company Ltd. He is a native of Wales, educated in Wales and England, who joined JWT in Montreal in 1960 as an accounting supervisor. Jones' appointment follows the retirement of Arthur E. Jubien after thirty-three years with the company.

Richard K. Gallop to account representative. Gallop was born and educated in England, receiving his master's degree from Merton College at Oxford University. Prior to joining J. Walter Thompson, he was an account supervisor with a major Canadian agency in Montreal, working on accounts in packaging goods and transportation fields.

**UATV's new cartoon library.** A new full color 150-cartoon series,

*Trilogy*, is now available from United Artists Television of Canada, says Frank Kowcenuk, general manager.

Produced by King Features, the series is made up of "Krazy Kat", 50 cartoons; "Barney Google and Snuffy Smith", 50 cartoons; "Beetle Bailey", 50 cartoons.

**Canadian Film Awards renamed.** Noted Canadian film critic, Wendy Michener, who died recently, has been honored by the renaming of the International Jury Prize of the Canadian Film Awards.

The Michener Award and all other Canadian Film Awards (Etrogs) will be presented this year October 4 at the Royal York Hotel. The Michener Award is for "distinctive artistic achievement," won last year by Norman McLaren for his film, *Pas de Deux*.

Eligible films must be Canadian and be produced in the year before June 30, 1969.

**CKNW New Westminster Contest.** A CKNW/Standard Oil campaign netted 230,000 postcard entries in a 13-week promo through Chevron Stations in B.C., each postcard giving an opportunity to win one of four all-expense paid trips to Europe for two via Air Canada.

The mail response was said by Air Canada to be the best ever in B.C. for a holiday contest.

O'Brien Advertising is the agency for Standard Oil. Noel Wright is account supervisor.

**New radio newscast approach.** CHUC Cobourg, Ont., has a new approach for its 8:45 am newscast. Called "The Good News", the five-minute program is devoted entirely to the good, the happy or the funny items gleaned from a number of sources.

Sponsorship by St. Peter's Anglican Church in Cobourg has not resulted in "churchy" presentation because deliberate efforts have been made to offset what announcer Rev. Duncan Abraham calls "the image that we are prophets of gloom".

The idea arose from discussions between CHUC station manager Donald Fox and church warden Doctor Thomas Hawke concerning ways in which the church can communicate more effectively in the world.

N

CKFH-1430

ENCOMPASSING

THE PEOPLE

of

TORONTO

with

TODAY'S RADIO

S

# Continental's 50 kw broadcast transmitter gives you most in performance!

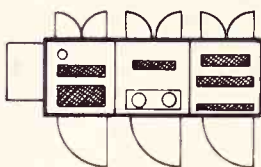
## most for your money

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

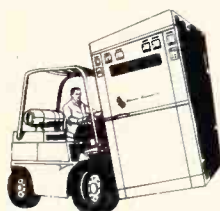
These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.



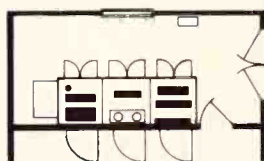
**just three cabinets**



**compact**



**low shipping costs**



**low installation costs**



## most in experience

Continental designed and built the first super-power transmitter for the Voice of America. Delivering 1,000,000 watts of continuous power to the antenna, it was installed at Munich in 1953. Five similar Continental transmitters are in use throughout the world. Continental's wide range of experience in high-power broadcasting includes transmitter designs from 1,000 watts through 1,000,000 watts! Photo above shows Continental's newest 1,000,000 watt transmitter during construction, factory test early in 1968



## most in acceptance

29 of Continental's 49 world-wide 50 kw transmitter installations are 317Cs; one of Continental's most popular designs.

Continental's 317C is a profit-performer! For information, write to A. V. Collins, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

*Continental Electronics*

MAIL ADDRESS: BOX 17040/DALLAS, TEXAS 75217

A SUBSIDIARY OF **LTV** ELECTROSYSTEMS, INC.



**Film deleg. vetoes brief.** A brief which urges restrictive measures on foreign films was not supported by a Canadian film industry delegation attending hearings on the brief last month.

The delegation faced a parliamentary committee and claimed the brief was approved by the Canadian Association of Film-Makers without being submitted to the Association's members for scrutiny.

The parliamentary committee said it would broaden its examination of the situation by seeking audiences with the CBC and the National Film Board.

**CJRT RadioStudy for home.** CJRT, the Ryerson Polytechnical Institute's FM station in Toronto, unveiled plans for new adult education radio courses, credit and non-credit, which will begin June 2.

RadioStudy '69 is designed to enable home study of the Institute's radio courses through a combination of radio programs and correspondence material. A Winter diploma and credit series will begin in October.

**CBC Appointments.** The chief news editor of the French-language section of the CBC, Phed Vosniacos, has been appointed co-ordinator of French-language news for the CBC in London, England. His successor in Montreal is

Pierre Charbonneau, previously assistant chief news editor.

Both appointments were effective April 1.

Vosniacos, 42, has been with the CBC since 1955, and leaves his present post at his own request, for personal and health reasons.

Charbonneau, 41, also joined the CBC in 1955 and has been head of the publicity department in Montreal, a TV producer in the news and public affairs department as well as executive assistant to Marcel Ouimet, now vp of the CBC and gm of the French-language network.

**Pulsifer gets AAB Marketing post.**

Orville B. Pulsifer, 33, who has been program director and member of the board, CHNS Halifax, N.S., and was elected president of the Atlantic Association of Broadcasters last fall (*CB-People*, Dec. '68) has been named director of the AAB's newly-created Marketing Division.

In his new post, Pulsifer "will assist national advertisers in central Canada and the Atlantic Region in expanding their operations and sales within the four-province area."

**CRTC hearings.** Dates for upcoming public hearings by the CRTC are June 10—Montreal, October 14—Vancouver, and November 25—Ottawa.

**CTV appointments.** Murray Chercover, president, CTV Network, named Don MacPherson as director and Tom Gould as producer of CTV news, features and information programming.

MacPherson, 37, who replaces Charles Templeton, is from Toronto. He joined the network in August '67 as executive producer of news and public affairs, after working for the CBC and the Ontario Dept. of Education, ETV branch.

Gould, also 37, is from Ottawa. He joined CTV in October '67, as chief of the network's Ottawa News Bureau. Prior to that he was CBC's parliamentary reporter in Ottawa.

**Agencies appointed.** Effective April 1, Leo Burnett Co. of Canada Ltd. took over all advertising for The Borden Co. Ltd., formerly handled by Young & Rubicam Ltd.

McConnell Advertising Ltd. was named by Borden to introduce a new item for their Food Products Division.

Account supervisor at Burnett is Arthur Mercer, with E.W. Nodwell handling the account for McConnell.

Borden set an initial ad budget of \$350,000 for '69.

**Color TV set sales climb.** The number of color TV sets in use in Canada, as at March 1, 1969, was 445,000 says the Electronic Industries Association of Canada. This represents 8.5 per cent saturation of the 5,250,000 TV homes now using one or more black-and-white TV receivers.

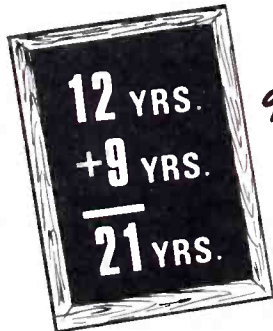
Ontario leads in color set sales with 39.7 per cent. Next is Quebec with 22.7, B.C. 11.3, Alberta 11.0, Manitoba 5.3, Saskatchewan 4.2, N.S. 2.8, N.B. & P.E.I. combined 2.0 and Newfoundland 1.0 per cent.

Sales in '68 totalled 190,000 with an unofficial estimate of 250,000 to be sold this year. By January 1, 1970 total number of color TV sets in Canada should reach 660,000.

**CRTC refuses to referee.** The Canadian Radio-Television Commission neatly sidestepped the problem of CATV violations of football game blackouts by tossing the issue back to the football clubs and television station operators to decide among themselves.

The Canadian Football League had argued that the Commission should compel the cable companies to delete telecasts of home football games from

*We've Come of Age*



**of CKSA RADIO 1080  
of CKSA TV 2-12-9**

Lloydminster, Sask-Alta

**21 YEARS OF THE  
PERFECT COMBINATION**

*Undisputed Television Coverage*

*between Edmonton and Saskatoon*

Represented by:- **HARDY RADIO & TELEVISION Ltd. in Canada**  
**ABC INTERNATIONAL TELEVISION Inc. in the United States**



# Channel 2

## Montréal

the key station  
of the  
French Network

Concentrate your fire on French Canada's most potent market with peak hour mass-audience-attuned CBFT . . . or use it to spearhead your Quebec Province coverage with conventional sponsorship or network participation on either the full or limited network . . . or ask us to tailor selective spot coverage to your order.

radio-**french** television  
canada **sales**

for information,  
contact :

Montreal : 868-3211, local 1421  
Toronto : Zenith 6-3500  
New York : Enterprise 6350  
(Long Distance tolls paid from New York  
and Toronto — just dial the L.D. Operator).

(Continued from page 48)

the programs of TV stations available by off-air pickup from outside the local blackout area.

The CRTC announcement said: "It is the opinion of the Canadian Radio-Television Commission that the broadcasts of football games and the blackout of games, whether by a television station or by a CATV company, are matters which will be best resolved by direct negotiations between the parties concerned."

**Cautionary note:-** "The brilliant creative work that is being produced today is not being emulated so much as it is being imitated," Earle Ludgin, president of Earle Ludgin & Company, US ad agency, told the Association of National Advertisers Inc.

"Its brilliance is being confused with cleverness," he said. "Alas, there is a world of difference.

"The Volkswagen campaign takes every single disadvantage of that oddly-shaped car, reveals it, and then with light-hearted insouciance makes you believe it is of no importance. Candor (so seldom used in advertising) makes every word believable.

"It took courage on the part of the advertiser. And consummate skill in the hands of Doyle Dane Bernbach.

"But the agency that sets off in pursuit of mere cleverness or the client who presses for it, may be doing themselves, and advertising, a disservice," Ludgin said.

**Chairs Edmonton drive.** Dr. G.R.A. Rice, president and general manager, Sunwapta Broadcasting Ltd., CFRN AM-FM-TV Edmonton, has accepted the chairmanship of the Edmonton division of the \$25-million capital fund

campaign for the three Alberta universities, U of Alberta, U of Calgary and U of Lethbridge.

The provincial government will match funds raised on a dollar-for-dollar basis.

**Nursing course on TV.** CKNX-TV Wingham, Ont. launched a ten-week home nursing course March 1, providing basic instruction on baby care, how to treat the ill and injured, and what to do in emergencies.

Miss Mavis Sarginson, director of the Volunteer Nursing Services, is conducting the course, each Saturday at 11:00 a.m.

Women within the 'NX viewing area registering for the course received individual copies of *Care in the Home*, on which the series is based, enabling them to follow each week's topic. The final program will be an open book test.

**Ownership probes launched.** An almost simultaneous probe into ownership and control of communications media was announced by the CRTC in Ottawa and the FCC in Washington.

Senator Keith Davey, (Lib.), a former ad salesman for CKFH Toronto, proposed the motion, approved by the Senate, "that it set up a special committee to consider and report on the ownership and control of the major means of mass public communication in Canada."

The motion called for the committee to examine and report "upon the extent and nature" of the media's impact and influence on the Canadian public.

Davey was elected chairman of the special Senate committee, which also

includes Senator Paul Desruisseaux (L. Quebec), who formerly controlled *La Tribune*, a Sherbrooke, Que. French daily, *Sherbrooke Telegram-Observer*, an English weekly, and the broadcast facilities of CHLT AM-FM-TV (French) and CKTS (English). He was also a former director of The Canadian Press, and is now chairman of the board of Radio-Television Sherbrooke Inc.

Another member of the committee is Senator Keith Laird (L. Ontario), a director of Western Ontario Broadcasting Corp. Ltd., CKLW AM-FM-TV.

In the US, a notice of a probe into ownership patterns in the broadcast industry has been launched by the FCC, which will give special attention to so-called conglomerate corporations, and their ties with broadcasting.

The commission said it "intends to determine the full facts as to ownership in the broadcast field by conglomerates or any person or entity with other large-scale business interests. It will examine the nature of the interest of such owners, with particular emphasis on multi-media owners. It will identify the number and location of broadcast stations licensed to particular types of conglomerates or owners with other large-scale business interests; relevant population and revenue figures; and recent trends.

"It will evaluate possible benefits as well as the detriments which accrue to the public interest from such ownership," as well as other possible effects and side issues.

**Cosmetic account to GGS.** Goodis, Goldberg, Soren Ltd. has been named the first ad agency for Cosmair (Canada) Ltd., manufacturer and distributor of L'Oréal hair products for professional use, and distributor of Lancôme beauty products. It is also GGS' first entry into the cosmetic field.

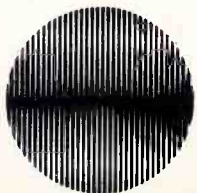
The agency will work with BCP Advertising Ltée., Montreal, on French-language advertising, with the account serviced from GGS' Montreal office. Account supervisor for GGS will be Gregory Walker and, at BCP, René Ram. Jean MacNeill is account executive.

**Misleading advertising** on U.S. TV nets is the subject of a U.S. Federal Trade Commission investigation involving intensified monitoring and systematic auditing of commercials by its members.

A Complete Communications Consulting Service

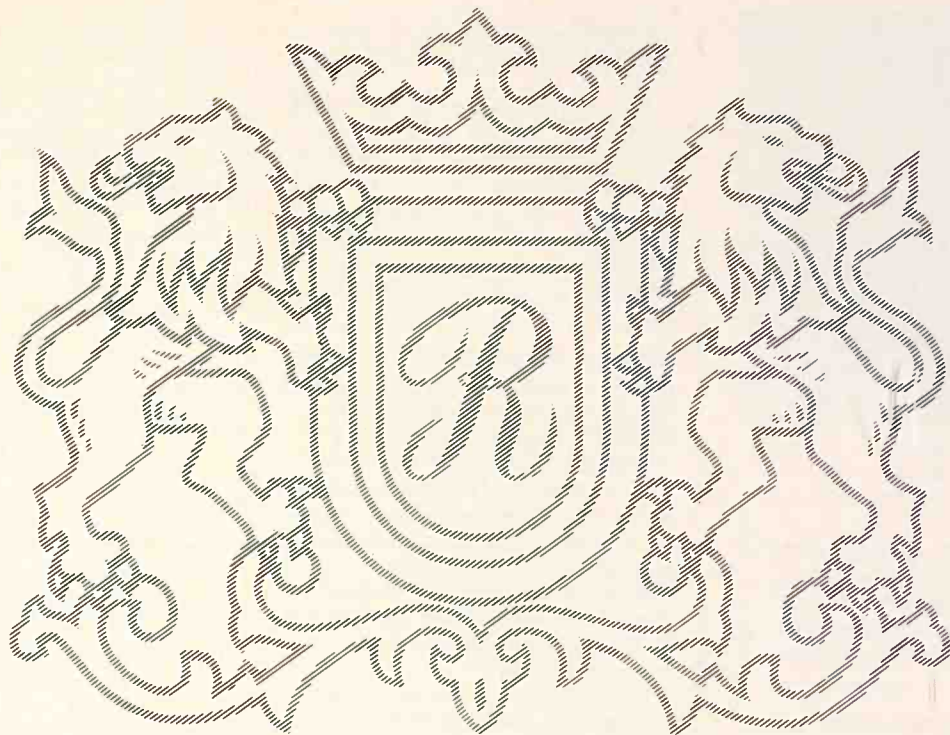
...SOMETHING NEW!

A new name and a new address... and some re-organization too! All with a view to the most comprehensive service available today in every facet of Communications & Telecommunications.



PAN-COM CANADA LTD.

SIXTEEN WESTMINSTER AVENUE, MONTREAL 263, QUEBEC.  
CABLE ADDRESS "PANCONSULT." TELEPHONE (514) 482-2026



# OUR THANKS

TO ALL CANADIAN BROADCASTERS

We appreciate your help and support during the past year  
and extend our best wishes for a successful convention.

*Rothmans*

THE GREATEST NAME IN CIGARETTES

(Continued from page 50)

The FTC has directed its staff to obtain copies of all network commercials used during a specific period each month. Any complaints of deceptive advertising will be given immediate publicity.

The Commission did not disclose what prompted the investigation.

**L'Association Canadienne**

**Française** of Alberta wants a French-language television station for Edmonton and State Secretary Gerard Pelletier will get a petition to that effect when he addresses the Association's annual convention in Edmonton April 12.

The Association estimates there are 15-20 thousand French-speaking Canadians in the provincial capital, and it wants changes in the Education Act to provide for French television.

**Bridging the communication gap.**

A series of one-hour weekly lectures for a credit course on *Communications Theory* has been conducted at the Ontario College of Art in Toronto, by top personnel from Cockfield, Brown & Co. Ltd.

Aimed at second-year students, and including during the second term, students in their fourth year, the course provides a sense of reality and basic knowledge of various aspects of

the advertising business, for those who hope to pursue a career in this field.

Set up at the request of the college, this is the first time an agency has formally conducted such a course, as an agency. An outline of the course was largely the work of agency v.p. Bud Walsh, who has delivered many of the lectures, along with other senior personnel from various departments.

**Canadian broadcasters** will be able to take advantage of one of the world's most modern and best-equipped TV studios—the new General Electric Telecenter in Syracuse, New York.

Derek Pugsley, TV broadcast sales manager for Canadian General Electric, said the Syracuse Telecenter would supplement a training facility maintained by CGE at 100 Wingold Avenue, Toronto, used in equipment training for both customer and company personnel.

Pugsley said the new studio was unique in the industry, since it "makes it possible for broadcasters to observe, study and operate new equipment under varied operating conditions not obtainable in previous field and trade show demonstrations."

**CKBC wants French station.** Radio station CKBC Bathurst, N.B., will apply to the Canadian Radio-Television Commission for authority to operate

a French-language radio station at Caraquet, 40 miles east of Bathurst.

Managing director Bill Winton said a ten-thousand-watts AM transmitter is proposed, with studios in Caraquet and local staff. Indications are that such a transmitter would cover all of north-eastern New Brunswick, which has a French-speaking majority population.

CKBC now broadcasts in French and English on 1360 kilocycles with ten thousand watts power, but would revert to English-only programming if the Caraquet license is granted.

The CRTC last year recommended another French-language station for the area.

**Canada's newest ad agency** has opened up in Vancouver. Gray & Gray Advertising will participate in advertising, public relations and sales promotion on behalf of national, regional and retail clients from offices at 1111 West Georgia Street, Vancouver, B.C.

Principals of Gray & Gray are Miss Jean Gray, president, and Robert Gray, executive vice-president.

**Two new series for CBC.** Adding to the CBC's line-up of U.S. shows for the 1969-70 nighttime schedule, will be *The Bill Cosby Show* and *My World and Welcome to It*, a re-creation of happenings in the world of James Thurber, the humorist and his family.

The two half-hour series, purchased from NBC International, were the first sales reported for the new series debuting on the NBC Television Network for the fall season.

**Expand ball club coverage.** Added to the intensive radio-TV coverage for all games of the Montreal Expos, in baseball's National League, will be a six-station New England network linked to anchor station, WEAV Plattsburg, N.Y., which will also feed CKGM Montreal and CKPM Ottawa.

The Plattsburg anchor station will also bring in the feed for the six French-language radio stations in the Montreal area, repped by Hardy Radio & TV Ltd., that have formed a baseball network to carry Expos' games.

U.S. stations joining the Expos' network are NBZ Saranac Lake, WHRL Albany, and WIGS Gouverneur, in New York State; WSNO Barre, Vt.; WBRL Berlin and WLTN Littleton, in New Hampshire.

**Growing - with a Growing Newfoundland  
RADIO NEWFOUNDLAND**

**VOCM** — St. John's — Canada's Most Unique Station

**CKCM** — Grand Falls — Serving Central and Northern Newfoundland

**CHCM** — Marystown — in the Booming Burin Peninsula

**Proudly Announces**

**CKGA** — Gander — The Crossroads of the World on the air May 1st, 1969

**See Paul Mulvihill & Co. Ltd. — Toronto and Montreal**

**Clio Awards May 12.** Coveted *Clio* statuettes will be presented for the best TV, radio and cinema commercials from 21 countries, at the Tenth Annual American TV & Radio Commercials Festival May 12 in New York City.

A record high of 3314 entries this year contrasted with 2990 in 1968. Of these, 1974 came from U.S. and Canadian television, 938 in American radio and 402 in the international category.

Warren Reynolds, president, Ronalds-Reynolds & Co. Ltd., Toronto, is the Canadian representative on the Festival 1969 board of directors.

### Radio "soaps" live, en francais.

Soap operas are still "lathering" well, and gathering audiences...on radio, in French-Canada, even though English versions have long since faded into the past.

CKVL Verdun-Montreal airs a live, specially-produced 15-minute dramatic serial, *Côte Vertu*, Monday through Friday 11:15-11:30 a.m. The series, starring over a dozen leading artists of French-Canadian radio, TV and stage, deals with problems facing today's young people in their daily life, in Quebec.

Programs are unsponsored but carry rotation spot announcements.

Production budgets are more than \$2500 weekly, said Andy McDermott, Radio & Television Sales Inc., the station's reps.

### OBITUARIES

**REV. AURELE-MARIE SEGUIN**, 64, veteran broadcaster and former director of the CBC-TV French-language network, who gave up his work to join the Dominican Order in 1955, died in a Montreal hospital March 22.

Born in Ottawa, he began his broadcasting career with CKCH Hull, Que., in 1933, and later became an announcer and producer with the CBC in Ottawa and Montreal.

In 1939, he was named director of CBV Quebec City.

His name is recorded in the annals of broadcasting as the founder of the first two Canadian Radio Institutes, one at Queen's University, Kingston, Ont. and the other at Laval University, Quebec City.

He organized the French television network of the CBC and became its first director in 1952.

A widower since 1947, he left the CBC in 1955 to join the Dominican Order, and was ordained three years later.

He is survived by three sons, Marcel, Robert and Jean.

**HARRISON G. (HARRY) LINK**, 75, veteran newsmen and former broadcaster, died in hospital in London, Ont. March 16 following a brief illness.

A cub reporter with the *London Free Press* in 1916, he became the newspaper's Sarnia correspondent about two years later.

From 1928 to 1933 he was manager of London's first radio station, CJGC (a forerunner of CFPL) established in 1922.

In 1933 he joined the staff of the now-defunct London newspaper *The Advertiser*, and later became editor of a London weekly, *The Echo*. More than 20 years later he returned to the *Free Press*, from where he retired in April 1961.

At the time of his death Link was public relations officer for the Upper Thames River Conservation Authority.

**LAURENT THIBEAULT**, 49, an 18-year employee of CKVL Montreal (Verdun), and assistant news director since 1963, died in hospital last month following a lengthy illness. Born in Trois-Rivières, he began at CKVL as a news writer in 1951.

### ANNOUNCEMENT

CHAB RADIO, MOOSE JAW



Bob Meikle

Mr. Vern Traill, General Manager of CHAB Radio Moose Jaw, is pleased to announce the appointment of Bob Meikle as Local Sales Mgr. Bob has been associated with CHAB Radio for two years, and brings to this position a vast experience in the selling field.

## THIS IS OUR TORONTO

350,000 ITALIANS

50,000 GREEKS

130,000 GERMANS

50,000 HUNGARIANS

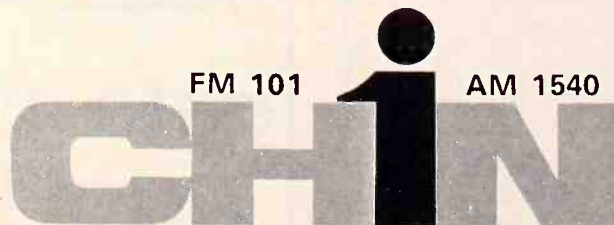
60,000 POLES

40,000 UKRAINIANS

PLUS: OVER 200,000 OTHER NEW CANADIANS

In Toronto, one person in three is a new Canadian—many are unfamiliar with our language, with our ways and with Canadian products. They speak Italian or German or Polish or 13 other languages. CHIN talks their language. Because CHIN radio programs to this audience in their own language, they remain loyal listeners to CHIN throughout the week. No other station in Toronto has a direct appeal to such a large segment of the population.

## THIS IS HOW TO REACH THIS MARKET



RADIO INTERNATIONAL

637 COLLEGE ST., TORONTO 4. PHONE: (416) 531-9991

REPRESENTED BY: RADIO-TELEVISION REPRESENTATIVES LTD.

# Ninety-five per cent of Canadians will be in reach of cable

by LESLIE MILLIN  
Television critic, The Globe and Mail

Just as I write this, a great hush seems to have fallen over much of the cable television activity in Canada.

Up until a month ago or so, the action was so strenuous it became downright exhausting to listen to; but as the weeks wear on towards the date when the Canadian Radio-Television Commission finally gives cable operators a coherent set of guidelines, one gets the impression that more and more people in the large centres would rather wait a bit than make a costly mistake.

Cable companies in Toronto, for example, have in some cases adopted a remarkably cautious attitude about hooking up subscribers whose homes are fairly close to the territorial boundaries of the areas the companies have staked out.

This silence is the more un-

natural because the public demand for cable service is very high, at least to judge from the letters and telephone calls that flow in to the spectacular mess that passes for my desk. People seem to want cable very much, because they have (or plan to have) color receivers, or because they live in big cities where the reception is terrible, or because they live in small cities and they're tired of watching nothing but the CBC.

Even more important, perhaps, is that more and more people have at least a dim idea that being wired into a cable television system will eventually be of a great deal more benefit to them than simply the provision of a better signal and a few more channels.

Some of the many applicants before the CRTC seeking cable licenses have referred to the future of cable television; many have not, preferring to stress the kind of service they can provide right now, or are providing.

I think it's fair to say that many cable operators have no particular interest in doing any more than supplying a range of superior signals

to their subscribers. This was their aim in going into business.

Other operators, and I think particularly of those large companies in major markets and the Canadian cable pioneers, have a wider vision that extends to providing subscribers with other services. Such a vision may in due course be imposed upon their less imaginative colleagues, because the CRTC has shown a suspiciously active interest in the concept that cable operators should, as a condition of license, provide certain community services.

Even if the CRTC imposes no regulations in this direction — and I find that difficult to imagine — I think it is in the nature of cable operators to use their facilities to the fullest, if for no other reason than that the best of them are restless and imaginative and abhor vacuums, and that the others will follow where the best lead.

Perhaps the best thing about being an observer of the tangled world of cable and broadcasting, rather than a participant, is that I can prophesy fairly freely without being held to account financially in the

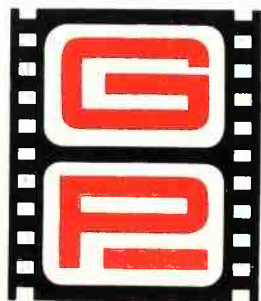
## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

*Welcomes over  
one thousand  
new families  
to the Quinte  
district this  
year!*

**THE VOICE OF THE  
BAY OF QUINTE  
BELLEVILLE AND  
TRENTON, ONT.**

*ask Major Market Broadcasters*



**GPI  
NEWSFILM**

**gets the message  
to TV country**

**GPI NEWSFILM**

**1440 ST. CATHERINE ST. WEST, MONTREAL, CANADA**

**514-878-9638**

event that my prophecies turn out to be rubbish.

With this inbuilt recklessness borne firmly in mind, let me tell you how I think the future looks for cable television in this country.

First, the whole country will be wired up, even the relatively sparsely settled areas.

This will happen because enterprising operators will wire up every area that promises a fair return on investment, and because the government clearly has in mind to tell operators that the price of being granted exclusive rights to a densely populated area will be the provision of service to a sparsely populated area.

Obviously, some Canadians will always live beyond the reaches of cable, the national perverse character being what it is, but if 95 per cent of Canadians do not have cable service available to them within the next decade, the cable operators have missed the boat.

Clearly, also, there is a pretty good chance that cable operators will be called upon to supply a species of local service.

The most obvious form for this is the provision of at least one channel for educational television. I don't mean by this school television, in which provincial governments are increasingly involved, but rather a channel devoted to general enrichment programming.

Municipal politicians, who have made such determined efforts to influence cable television, have made strong representations for at least one channel in each community to be devoted to local affairs. This, I think, is one battle they have a good chance of winning, but their victory will not be without far reaching consequences.

For one thing, it means that some sort of local board is going to have, at least nominally supervisory powers over part of a cable licensee's operation. More important, it dumps every operator into the position of having to originate some programming.

Now, we must at this point face up to the fact that the Broadcasting Act says every cable operator is a broadcaster. As things stand, he may consider himself to be a very long way from the standard concept of a broadcaster, but for better or for worse this is what the government says he is.

As soon as a cable operator is involved in producing local pro-

# The things some people do to French media plans just tears the heart out



Time buyers who have never seen bustling Trois-Rivières tend to think of it as "just a town of about 60,000 where they make that pulp and paper stuff."

True. But take a closer look.

Add next door Cap-de-la-Madeleine and Trois-Rivières Ouest, plus nearby Shawinigan and Grand-Mère, and you get a total metro population of more than 160,000.

Then add steel and wood products to the pulp and paper... add plants making electric lamps, textiles, shirts, shoes, abrasives, foil wrapping and lots of other things... add a year-round seaport... figure on \$524 millions in annual retail sales... and you've got your finger on the true pulse of the industrial heart of Québec.

Ask a CKTM-TV heart specialist to show you more in our 12-minute colour presentation.



## CKTM-TV, TROIS-RIVIÈRES...THE HEART SPECIALISTS

Announcements only, Stovin Byles Television Ltd. Toronto, Montreal, Winnipeg, Vancouver  
Programs only, Paul L'Anglais Inc. Toronto, Montreal  
Announcements only, All Canada Radio & Television Ltd., New York  
Programs only, Forjoe TV Inc., New York

(Continued on Page 58)



CAN. ASSN. OF BROADCASTERS  
LUNCHEON  
MONTREAL FEB. 10th 1942

PHOTO: V. DOUGLASS

WE HADN'T COME UP with the idea of a convention issue way back in February 1942 when *The Canadian Broadcaster* was just two issues old. The war was still on and paper rationing was probably the reason, although with only sixty odd call letters making up the roster of stations, it wouldn't have eaten much into our allotment.

The 1942 CAB Convention, my first, was held at the Windsor Hotel in Montreal. My reflection in the issue reporting it was that they worked and played hard, by day and by night respectively.

The lunches and dinners were excellent, especially the ones included in my press pass. I can't speak of the room accommodations, as I spent the nights with some old friends, sneaking stealthily out of the hotel when the action was over, thus combining a happy reunion

with a move of economic expediency.

To this day, there hangs in the office a huge blow-up of the delegates at their annual dinner. Most of the people who drop in to see us peer at it nostalgically, trying to pick out the faces they remember. To me it is a permanent souvenir of my baptism (by total immersion) into the industry I have loved (and cursed betimes) these 27 years.

This was the 16th annual convention of the Canadian Association of Broadcasters. It must have been, because the current one is the 43rd.

They have been held in Montreal and Toronto, Quebec City, Vancouver, St. Andrews-by-the-Sea and Jasper Park. Following this year in Edmonton, it moves east

again in 1970 to Halifax. 1971 will be in Quebec City.

It has been my good fortune to cover them all since I started *The Book* in 1942.

This year it runs right into the Toronto Conference of the Association of Canadian Advertisers, at which, for the eleventh year, we shall be publishing our *ACA Dailies*.

The other day, in a fleeting moment, I wondered whether anyone would object if I broke the chain and passed up the CAB this year.

I tried it for size on a friend, and he said: "They certainly would."

"Like who?" I asked.

"You," he replied.

I guess I would too.

Buzz me if you hear anything.

Dick Lewis



SEEING DOUBLE HAS ITS REWARDS...



and the rewards can mean more profit for you in Quebec City. Look twice at the Quebec City market, when planning your television budget, and consider both CFCM-TV and CKMI-TV.

*You know that CFCM-TV is the No. 1 French TV station in Quebec and has the biggest share of the total audience . . . but . . .*

*Did you know that CKMI-TV is the only English TV station in the Quebec City market, and the only TV station available to English-speaking and bilingual TV viewers . . . who comprise more than 25% of the total metropolitan area of 434,000 people?*

Local advertisers know this. That's why they now spend 15% of their TV advertising budget on CKMI-TV, and are increasing it annually. They know their bilingual market and what it's worth to them.

HOW ABOUT YOU?

**CFCM-TV**  **CKMI-TV**  
**TELEVISION DE QUEBEC (CANADA) LTÉE**

For more facts and figures, call our reps:

CFCM-TV (French) CKMI-TV (English) HARDY RADIO & TV LTD. TORONTO, MONTREAL, WINNIPEG, VANCOUVER

CFCM-TV (French) (Programs only) PAUL L'ANGLAIS INC. TORONTO, MONTREAL

CFCM-TV (French) CKMI-TV (English) FORJOE-TV INC. NEW-YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES



Remember...

**65%**  
**OF ALL**  
**WOMEN**

in the  
Montreal  
market  
can be  
reached  
in  
English!\*

\*D.B.S. 21% English  
19% French  
60% Bilingual

**CJAD**  
**800**  
**CJFM**  
**95.9**

**TOP-RATED  
COMBINATION  
IN MONTREAL**

Represented by  
**STANDARD BROADCAST  
SALES LTD.**

MONTREAL TORONTO  
WINNIPEG AND VANCOUVER  
And CANADIAN STANDARD BROAD-  
CAST SALES INC., 654 Madison  
Avenue, New York, N.Y. 10021

(Continued from Page 55)

gramming to stuff down that local channel, he can no longer avoid admitting, even to himself, that he is engaged in broadcasting.

While some cable operators, like Ted Rogers, have already accepted this role gladly, others will undergo a lot of consternation and misgiving about getting into an undoubtedly costly area about which they know very little.

Personally, I think that to classify a conventional cable operator, as he now operates, as a broadcaster is to perpetrate a gross misuse of the language. I also think that to describe the distribution of original program material by cable as cablecasting is no less a misuse, because the differentiation is specious.

But we have been wandering. Two other matters must be looked at in the future of the conventional aspects of cable television.

One is the use of cable as a means of offering alternative Canadian television service where only the CBC is available, an idea that has been presented in principle to the CRTC. Ted Rogers has suggested that CTV network programming might be made available through one of his cable systems to the Windsor area, which is rich in U.S. signals but has only the CBC affiliate, CKLW-TV to offer Canadian content.

There are some attractions to this idea, but the biggest thing working against it is that it would inhibit the emergence of a local television station as an entity independent of the cable system.

Obviously, a television station could grow fairly easily out of the cable system as the community grew large enough to support it, but it would be a station necessarily under the same ownership as the cable system, and if the CRTC is genuine in the concern it has expressed about concentration of ownership, it would be hard put to justify licensing a station born in this way.

The other matter concerns the use of cable television systems by advertisers.

A man who buys commercial time on a television station is in much the position of the biblical sower, chucking the seeds around in the knowledge that some will fall on stony ground, some on shallow soil, and only part on the fertile soil that yields financial reward.

But a man who buys commercial time on a cable television system has a much better idea of the market he is reaching.

For one thing, he knows without much effort just what neighborhood they live in. This obviously tells him whether their tastes run to hot dogs or filet mignon. If he wants to keep working at it, he can learn all kinds of fascinating things about viewers that just aren't available through the ordinary rating and evaluation methods.

Liebling may have thought that these methods were equivalent to foretelling the future by dissolving a monkey's eyeballs in a gorilla's urine, but personally I just think these methods are sufficiently slipshod to be statistically doubtful. The doubt can be removed through cable.

When it comes to snatching television signals out of the air, viewers enjoy a great anonymity. There is no really economical way of keeping an objective check on just what each receiver is playing if the signals come out of the sky.

On the other hand, there is no great trick (even at the present state of the art) to checking up on what cable television subscribers are watching. Put your mind to it, and you can work out just what shows they watch, when, and what commercials they run off when they have the chance.

The exactness of the market that can be delivered, and the data that can be gathered on the viewer — and this breaks down very exactly to age, occupation, income and spending propensities — make cable a much more desirable way of delivering the advertising message.

At this point, we are ready to wander (crystal ball firmly in hand) into further and murkier waters of prophecy.

I'm inclined to believe that small local television stations will wither away, and that local cable television operations will largely supplant them.

Operating a small, community-oriented television station is already a tough business. With the CBC more and more determined to own and operate its own stations wherever possible (to the inevitable detriment of affiliates) the business will get even tougher. Also, there is no reason to believe that the flight of advertising money to the major metropolitan markets is about to stop abruptly.

But a small, community-oriented cable system is a perfectly viable proposition in many markets that cannot support television stations. Depending on what the operator is willing to offer in the way of local program service (or what the CRTC

(Continued on Page 62)

# DAYTIME TELEVISION

has a  
PRIME AUDIENCE  
in Montreal

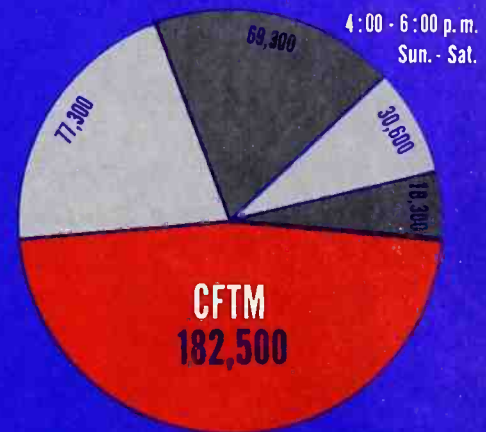
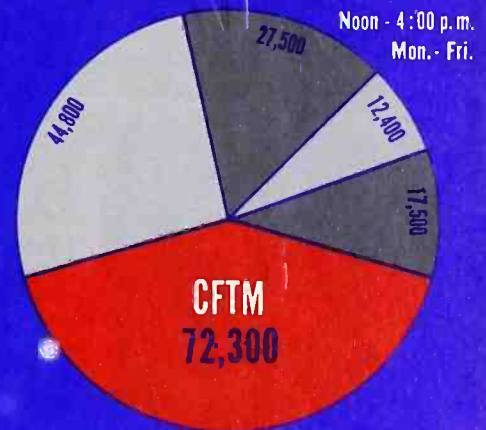
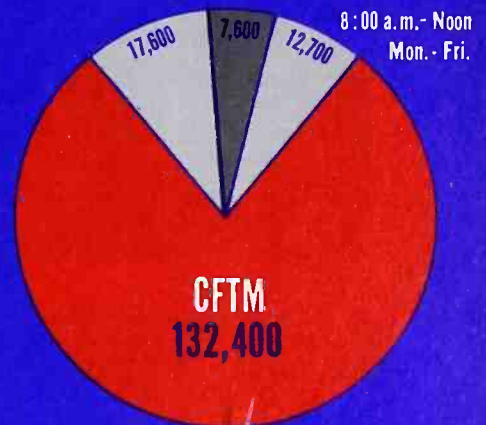
most of it tuned to  
**CFTM-TV**  
throughout the week

CFTM-TV is leading by a  
WIDE margin during the NIGHT TIME too!



REPRESENTATIVE **PAUL L'ANGLAIS INC.**

## HOUSEHOLDS TUNED



Reference A. C. Nielsen

N. B.: November 1968



TORONTO  
2160 Yonge Street  
487-1551

MONTREAL  
1405 Rue de Maisonneuve  
526-9201

NEW YORK  
500 Fifth Avenue  
244-0552



**W. D. BYLES**

*President and Managing Director*

In 1957, the company, Stovin-Byles Ltd., was formed with W. D. Byles President. He had become Executive Vice President of H. N. Stovin Co., in 1956, after having spent 25 years in the advertising agency field. He was Supervisor, Radio and Television, Young & Rubicam; Radio Director, Spitzer and Mills and MacLaren Advertising.



**W. HUGH CLARK**

*Executive Vice President  
(Joined Stovin-Byles Ltd. in 1962)*

Mr. Clark's experience totals 31 years in broadcasting beginning at the Brantford Radio station, and moving to Foster Advertising; then to the C.B.C., where he became TV Commercial Sales Manager; Director of TV and Radio at Young & Rubicam; Vice President, Sales, CTV Network.



**JIM STOVIN**

*Vice President and Manager,  
Vancouver Office.  
(Joined H.N. Stovin in 1947)*

Mr. Stovin opened the company's Vancouver office in 1948. Prior to this he was with CIOR, Vancouver for five years.



**HAROLD OLSON**

*Manager, Winnipeg Office.  
(Joined Stovin-Byles Ltd., in 1964)*

For six years, Mr. Olson was President of CKOS-TV, Yorkton, and has spent ten years in local and national Impliant sales and marketing in the Prairie Provinces.



**AL PANZA**

*Vice President  
(Joined Stovin-Byles Ltd., in 1963)*

Mr. Panza left Spitzer, Mills & Bates after many good years to become comptroller of Stovin-Byles Ltd. in April 1967 his talent and personality were put to even better use on the sales staff.



**ROGER DES LOGES**

*(Joined Stovin-Byles Ltd., in 1962)*

Previously; 1956-57, CKVM Radio, English Program Director and Announcer; 1958, BMI Canada Ltd.; 1959-60, CFCH-TV, Announcer/Sales; 1960-61, CJSS Radio and TV, Producer/Sales; 1961-62, Romper Room Inc., Supervising Producer/Sales. Graduate of Ryerson Polytechnical Institute in Radio and TV Arts.



**DICK CUTLER**

*(Joined Stovin-Byles Ltd., in 1962)*

2½ years as Sales Representative for CKBB Radio, Barrie; Sales Representative then Sales Supervisor for CKVR-TV, Barrie for 4½ years; Sales Representative for Screen Gems (Canada) Ltd., for one year, and two years with Romper Room Inc., as Canadian Representative.



**FORBES CALDER**

*(Joined Stovin-Byles Ltd., in 1956)*

Before joining our Montreal office as Manager, Radio Division, Mr. Calder was Sales Representative with Consolidated Press for three years and Sales Representative and Montreal Manager for Monetary Times Magazine for three years. He moved to Stovin-Byles Toronto office in 1961.



**STU MacDONALD**

*Vice President  
(Joined Stovin-Byles Ltd., in 1960)*

Background in broadcasting and sales dates from 1941, and includes 8 years with stations CJKL Kirkland Lake, CHML Hamilton, CKOY Ottawa, and CFCF Montreal; National and Local sales with Claude Neon General Advertising and S. W. Caldwell Ltd.; Radio/TV Director, Vickers & Benson; and six years national sales, Liberty Magazine.



**FRANK STRANGE**

*Vice President  
(Joined Stovin Byles Ltd., in 1959)*

Joined the company after ten years with Cockfield, Brown & Co., and three years with All Canada Radio and Television. He also has seven years experience in retail selling and was the Executive Director of the Canadian Diabetic Association for 1½ years.



**JAMES R. WELCHER**

*(Joined Stovin-Byles Ltd. in 1966)*

In 1956, joined the Montreal Herald; 1957, InterCanada (Quebec) Advertising Agency; 1958-66, National Sales Representative for Montreal La Presse.



**BRIAN CASE**

*(Joined Stovin-Byles Ltd., in 1961)*

Before joining Stovin-Byles Ltd., Mr. Case was, for many years, associated with the Construction industry in Canada. He acted as salesman and technical advisor on brewery projects and the St. Lawrence Seaway Project.



**STUART WALDO**

*(Joined Stovin-Byles Ltd., in 1961)*

A student of the McGill School of Commerce, Mr. Waldo was previously National Sales Representative with Maclean-Hunter for four years; held sales positions with Monitor Publishing Co., and Bomac Photo-engravers for one and three years respectively.

# Experience

That's what counts. These men represent a total of 313 years of selling experience.

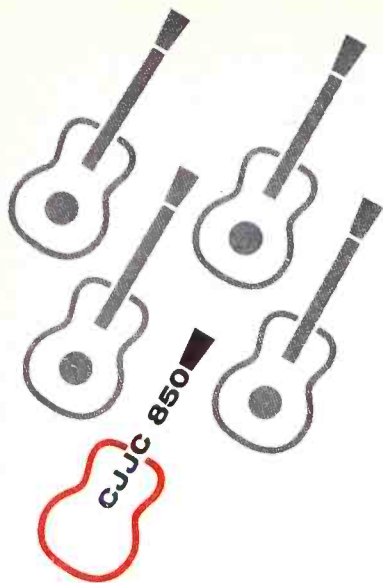
And 126 of those years, to date, has been spent with Stovin-Byles Television Ltd., supporting our reputation for leadership, stability and a continuity of service to our clients.

**STOVIN-BYLES TELEVISION LTD.**  
Selling Television Exclusively



**Toronto • Montreal • Winnipeg • Vancouver**

(Continued from Page 58)



**IN BRITISH  
COLUMBIA RADIO  
ONE STATION  
STANDS OUT  
FROM THE  
BUNCH  
AS DIFFERENT  
AND UNIQUE**

**RADIO  
850  
CJJC**



**LANGLEY CITY...**  
in the HEART of the  
Lower Fraser Valley and just  
21 air-miles from  
downtown Vancouver!

"Call Group One Radio to book"

may require him to offer) the system can do all and more than a television station can.

In large metropolitan markets, stations will have a better chance of survival. There will be more advertising money to go around, for one thing, and more demand for specialized programming of a type not offered by the networks.

The networks themselves will be a major source of programming for the cable systems. Independent production companies must be another source, because the demands for programming will, I think, be beyond the networks' ability to supply. Major independent stations which produce their own programming would be another source.

So far, we've been talking about cable systems only in regard to television. But cable systems are already supplying other services — FM radio, for example — and there's no special reason for believing they won't offer many other services in the future.

C. W. Davey, the managing editor of *The Globe and Mail*, spoke recently at a conference of the approaching day when newspapers will come into the living room via the cable route. He even called this the hidden factor in current struggles over cable television.

Living-room print-out of a newspaper is not beyond my imagination, although I think it will be a neat technical trick. Davey's reference to a hidden factor is more intriguing, in its way, than the idea of newspaper by cable.

If newspapers will one day be distributed through cables, there is a clear advantage to newspapers in getting into the cable business as quickly as possible. More newspapers than one would think are already involved in cable one way or another; and I have been told by more than one battle-scarred cable operator that no fight for an area is as bitter as the fight against a newspaper.

When a newspaper or newspaper chain seeks a cable license under its own name, its interest is clear. Sometimes, however, ownership must be traced back a generation or two before the newspaper interest becomes obvious. Maclean-Hunter, which chiefly publishes magazines, is deeply involved in cable under its own name. John Bassett, publisher of *The Toronto Telegram*, is also deeply

involved in cable, but through a series of companies. (I don't mean to imply that Bassett has tried to keep his cable interests secret — they have been properly revealed and fairly widely reported. I just mean the interest isn't as obvious.)

Newspapers by cable mean magazines by cable. Print-out facilities in the living room are going to be used: for what we now call mass circulation publications, as well as for things as specialized as *The Treen-Turner's Monthly*, or for that matter for television schedules as prepared by the cable systems. Print-out facilities synchronized with a television receiver would allow maps, sketches and diagrams to be supplied to the viewer as he watched an educational program — or a scorecard to be delivered to the viewer as he watched a baseball or hockey game.

There are other things in the future of cable we could talk about, and as you have no doubt gathered by now, I believe that cable has an enormous future, and that we are inevitably headed for a wired-up continent, and no doubt a wired-up world if the world lasts long enough. I do not share the opinion of a television executive of my acquaintance who told me, apparently seriously, that cable is a passing fad with no future.

I believe that cable's future should be in the right hands.

An awful lot of rubbish is talked by some people who stand up righteously before the CRTC and declare themselves to be cable pioneers, and I'm sure we'll have to sit through a great deal more as time rolls on. When the wired-up continent becomes reality, it will be because cable operators went out and sold subscribers on the idea of being hooked up, and I think this enterprise should be recognized.

As it is, cable operators fill the 12-channel dial with what television signals they conveniently may, and perhaps fill the blank spots with FM radio signals or time-and-weather notices. Some operators are building to 20-channel capability, with an eye to the future; others are not.

I think that if new cable operators get into the position of having paid for a cable without having substantial control of pretty well its whole spectrum, they may well be betraying their future and themselves.

We don't represent stations!

**WE SELL THEM!** \*

Just ask the stations  
we represent (sell)

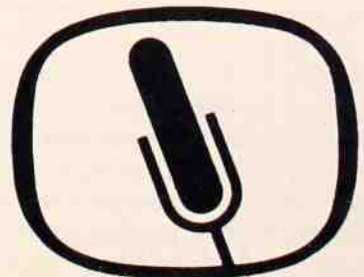
\* We have to -- we are an independent  
national sales organization

*radio-television representatives limited*

Head Office: 2 St. Clair Ave. W., Toronto, Ontario

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER



## Co-ordination . . . Co-operation . . . Communication

CANADIAN BROADCASTING has always had rules and regulations. Probably this situation will never change. Neither perhaps should it. However if the rules and regulations are to be effective, the "authority"—in this case the Canadian Radio-Television Commission—needs complete understanding of the desires of the Canadian public, which appointed it to protect it against the possible (but generally undefined) perils of broadcasting. It must know what the public wants to emerge from its radio and television receivers, but it (the CRTC) must resist letting the issue be clouded by what it itself believes the public ought to want, and also what may seem idealistically desirable but is pragmatically impossible.

For example, the Commissioners may be firmly convinced, in their own hearts, that the public is disturbed by the number of commercials broadcast. This may be true. At the same time it may be false.

The CRTC knows, or it certainly should if it is qualified to function, that the cost of the added programming effort it requires of the stations can only be met if the advertising revenue is available to meet it with.

It is also possible that public concern over commercials is not the real crux of the matter, because it too may realize that commercials are the price (the only price) it must pay for the airing of the programs.

What may rile it more than the quantity of spots, is the unintelligence and banality of some of the advertising which seems, to some of them at any rate, to be aimed down at them, on the assumption that they have a twelve-year old mentality or are just plain slob.

Again, this may be true and it may be false. This is not the issue. The real question is whether the erudite and academic brains of the Commission have the knowledge, or of greater importance the ability to read the minds of the public which they are called upon to serve.

Perhaps it is inevitable that, after only one year of operation, there exists a great deal of confusion about the present and uncertainty about the future. This is the major problem the industry is forced to face today and something has to be done about it, because the cost of the present process of blind flying without apparent progress, is running up into millions, both for the industry and for the CRTC itself, which, of

course, means the public purse.

Whatever we may think of the regulation of Canadian broadcasting by a punitive commission, this is the law and we have to live with it. So, the purpose of this article is not to attack the law, but rather to suggest ways and means of making it work.

In August 1968, the CRTC issued an ambiguously-worded mimeographed "policy statement" regarding its plans to develop a national formula for the extension of alternative service into those areas of the country which were currently served by only one television station.

To accomplish this, CRTC blindly set up public hearings in Moncton, Regina and Ottawa in September, October and November respectively.

Interested parties were invited to submit written briefs on the subject, to which they might speak at the hearings, or they could advise the Commission they wished to speak and be allotted ten minutes for the purpose.

Nobody knew what the CRTC was thinking, and the CRTC was not talking, just asking everybody and his uncle to appear.

What they were doing was finding out, the hard way, that their quest for a national policy for alternative television service was a pipe dream, because each area is faced with a separate set of circumstances.

This they might have learned from any one of the many experienced broadcasters across the country. Had they bothered to ask, they would have discovered that a "national" solution is just not possible, because each area has its own special problems.

A few phone calls could have produced this information, but the Commission conducted three enquiries in three different provinces to come up with this negative result.

The first hearing in Moncton was better attended than many broadcasters' conventions. They were not all there to speak. Most of them came to find out just what the CRTC had in mind.

As for those "other interested parties"—the educators, the language groups, the union representatives, mayors from smaller communities starved for television—each put in his own two cents worth without any concrete knowledge of what it was all about.



This same pattern was followed at Regina and Ottawa, with the big broadcasting interests putting in an appearance at all three, because they were not sure they could afford to miss one.

Six months later, we still don't know what the CRTC is thinking. Just before Christmas, they announced their solution to the problem of providing alternative TV service in the Maritimes. This may or may not see the light of day this fall. Meanwhile the rest of the country just sits and waits.

A whole new world of television is just around the corner, with the Ultra-High-Frequency band (Channels 14 to 83), soon to broaden many-fold the scope of the present Very-High-Frequency (Channels 2 to 13).

In the fall of 1968, the CRTC announced it would be prepared to listen to UHF proposals for Toronto and Montreal, at its February 4, 1969 hearings in Ottawa. It then discovered it was overlooking VHF problems involving London, Kingston and Toronto, and the reallocation of Channel 6. So it gave this latter question priority and on December 20, without giving any reason, announced the postponement of the UHF hearings, sine die.

A whole new policy for Frequency Modulation Radio is in the hands of a committee. March was the date given for a crack at the enormous problem of regulations. (CRTC, for its year of existence, has been carrying on with the book of rules written by the old Board of Broadcast Governors). But March has gone, and April is nearly over.

We are in complete sympathy with the birth pangs the CRTC has been suffering. But the first year is over now, and we respectfully suggest it is time they got on with it, with the assurance and guts it must take to be a Commissioner.

Through the years, Canadian broadcasting has held its own alongside the American industry which is at least ten times bigger, stronger and richer.

Control and regulation of American broadcasting is in the hands of the Federal Communications Commission, which parallels our Canadian Radio-Television Commission.

Perhaps it is because of the size of the American industry that time lags between applications and decisions can stretch up to two years. American broadcasters who find out that in Canada the time lapse is seldom more than six months and sometimes considerably less express surprise at this "speed".

Far from suggesting we scuttle our Canadian system in favor of the American one, we believe the quality and general characteristics of Canadian broadcasting are good and steadily improving. In many respects, we submit, we are better than the U.S. However there is an area in which the American system seems to bear examination.

When the (U.S.) Federal Communications Commission

(FCC) wants to introduce new legislation or a change of regulations, it issues a carefully prepared, edited and printed *White Paper*.

In this, they outline the situation, whatever it may be, explaining why they believe such and such a regulation is necessary, and exactly what they propose it should be. This comes through as an extremely detailed account of the whole matter. But it doesn't end there.

In the *White Paper*, they list pertinent questions and problems on which the FCC has yet to determine a point of view.

They invite comment, in writing, from broadcasters or any others who may be interested.

Just to make sure everyone has his say and to get the thinking processes working, the *White Paper* airs the views of dissenting commissioners, whose opinions did not coincide with those of the majority. Then and only then, they announce the date for a hearing when the whole question will be debated.

This document is made public, before the hearing, and at least one business publication, *Television Digest*, prints it in its entirety.

The results of this procedure should be obvious.

First, the broadcasting industry knows exactly what the FCC is thinking and its reasons.

Secondly, and perhaps of even more importance, everyone can feel reasonably sure this Commission has done everything in its power to make certain the step it is taking is both fair and practical, and that it will accomplish its intended purpose.

This way it should be able to regulate effectively, because, for one reason, its actions will indicate it is working *in favor of* good broadcasters rather than *against* bad ones.

As far as the Canadian Commission is concerned, no one casts any doubt upon the sincerity and integrity of its members, but the vital requirement for the better and more efficient administration of the Broadcasting Act (and industry) is a closer rapport between regulator and regulatee.

Before intending license applicants are put to the tremendous expense of preparing engineering briefs, retaining counsel and travelling to Ottawa or wherever the hearings are to be held, there should be made available to them at least some guide lines, indicating whether their applications would stand a chance of consideration, even.

The same thing applies to UHF, FM, the new cable field and everything else.

Better broadcasting is really the purpose, both sides of the fence. The essential ingredient is confidence, mutual trust and understanding. Only the bad broadcasters are inhibited by meaningful regulations and restrictions, whereas good broadcasters benefit from them. To be meaningful they must reflect an intelligent study of *all* sides of *all* problems. An intelligent study of this sort is more effectively conducted at a round table than behind locked doors.

## Your Identification In Print

Printing is your silent salesman—it identifies your company, introduces your services and products, provides recall to your services and products, and its appearance helps to form an image of your organization.

Whether it be your sales brochure, rate card, station listings, letterhead, contract form or any one of the multitude of printed pieces you use each day, the audience that view your printing will form a picture of your company.

Your printing should at all times be of good quality. It need not be elaborate and in many colors however, if you want this, it only takes a little more time to produce.

We would welcome the opportunity to help your silent salesmen do a better selling job for you.

Our modern facilities and the experience gained through serving Canada's business community for over 54 years can provide you top quality and service.

The next time you need printing, call us —  
368-3481.

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Printing Sales Department  
77 River Street  
Toronto 2, Ontario

#### RATES

66¢ per agate line  
\$9.24 per column inch  
Box Number Charge—\$1.00

#### WANTED TO BUY

Small or medium size Radio Station in Ontario, the Prairies, or B.C. Send confidential reply to:  
Box 240  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

#### AVAILABLE — ENGINEER

AM/FM station. 17 years experience, all phases installation to 10 KW. Wishes to relocate by June. All areas considered. References as requested.  
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The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

Top TV sales executive seeks advancement opportunity. Excellent TV/Radio background. Best industry references. Potential more important than immediate dollars.

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The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

#### Available — Announcer

Five years experience — M.O.R. — Pop/Contemporary — some C&W. One year's experience as assistant operations manager. Currently residing in U.S. Will relocate anywhere in Canada. Draft exempt, no ulterior motive. Tape and résumé available.

Box 243  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

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Man to head up engineering dept. Radio-TV. Wages commensurate with ability. Apply.  
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The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

## WANTED

A warm, lively communicator for an immediate opportunity in the drive-home slot at CKY Winnipeg.

Rush résumé plus audition tape or air check attention Bill Grogan  
432 Main St., Winnipeg, Man.

#### Available Now

Announcer-operator. One year's experience (all time slots) in FM MOR. University & broadcast school grad., 24, married, willing to relocate virtually anywhere. For tape and résumé:

Box 246  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

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Oh come on!  
Surely you need  
an OCA grad  
who can help in  
your art department.  
Can type too!

Margaret Covey  
15 Kestell Lane  
Don Mills, Ont.  
(416) 444-2640

#### ANNOUNCER-OPERATORS WANTED

The CBC Northern Service has a few openings for adventurous young men who have the ability and potential for a broadcasting career with CBC. Experience not necessary, on-the-job training is provided. Salary begins at approximately \$6,400 per annum plus Northern Allowances. Find out where the action is all across the North, from the Yukon to the Eastern Arctic, by getting in touch with:

Administrative Officer,  
CBC Northern Service,  
P.O. Box 478, Terminal "A"  
OTTAWA 2, Ontario

Send a photograph and a tape recording giving an account of yourself, your background, education and interests. You'll need a minimum of grade 12 to qualify.

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### BIG PICTURE?

Over 6 million people live within 135 miles of **CHLO**'s transmitter. Lots listen! Many even write!! Or phone!!

### BIG PROMO?

10,500 visitors to WESTERN FAIR's 'FOCUS '69' previewed **CHLO**'s exciting and colorful new sight 'n sound story. Our GOOD GUYS were on hand all four days to meet 'n greet, emcee nightly dances and put melodies behind fashion models.

### BIG CONTEST?

**CHLO**'s 'SECRET SOUNDS' gave over 400 consolation prizes, plus \$115 to a schoolteacher, \$40 to a housewife and \$25 to a student!

### BIG BUSINESS?

Over 50 new accounts last month including Carling Breweries, Beaver Lumber, American Motors, Bristol-Myers, Coca-Cola, Greb Shoes, Chrysler, Molson's, Monarch Wear, Chipman Chemicals and Zeller's! And this month will be greater!

### BIG CHANGE?

10,000 + 10,000 + 1570! More later!!

### CDN. CONT.

April showers  
Bring May flowers.  
Happily, wet money doesn't smell!

### HURLEY-BURLEY?

What sells 'n swings 24 hrs. daily, delivers more for less, rings cash registers, has flashing lights, chrome and a friendly smile?

Ask A, K, T, P or F, the helpful RADIO & TELEVISION SALES male quintet. A right answer could earn you a free coffee! (They'll also tell you how to get 'buy' in Southwestern Ontario!)

Luv radio,

*Frank Hurley*  
Sales Manager

**CHLO Radio**

LONDON - ST. THOMAS

CANADA - RADIO & TELEVISION  
SALES INC.  
U.S.A. - WEED & COMPANY

# BRITISH COLUMBIA

<b>Total Population</b>	<b>1,982,900</b>
<b>Men (20 and over)</b>	<b>607,860</b>
<b>Women (20 and over)</b>	<b>598,500</b>
<b>Teens (13-19)</b>	<b>239,690</b>
<b>Children (0-12)</b>	<b>536,850</b>
<b>Households</b>	<b>577,000</b>
<b>TV Households</b>	<b>544,000</b>
<b>Per cent TV Households</b>	<b>94%</b>

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## AM

### CFVR, ABBOTSFORD

1,000 watts on 1240 kcs.  
 (1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline Street (3) (604) 859-5277  
 (4) J.M. MacLachlan (5) Dennis Barkman (7) Gerald Pash (8-11) Bob Singleton (12,13) Norm Friesen (14) Gene Ross (16) Gerald Pash (17) Miss Phyllis Olson (19) Tony Shepherd (20-24) All-Canada (25) M.O.R. (26) 1962 (27) BN

### CFWB, CAMPBELL RIVER

1,000 watts day, 250 watts night on 1490 kcs.  
 (1) CFPC Radio Ltd. (2) 922 Dubeau Street (3) (604) 287-7106  
 (4) William Browne (5,8) Roland Gillis (10,12) Buddy Crabbe (16) Alec Cobban (17) Roberta McConnan (19) Denis Hull (20,21) Air-Time Sales (23) Scharf Broadcast (25) M.O.R., C & W (26) 1964 (27) BN

### CHWK, CHILLIWACK

10,000 watts on 1270 kcs.  
 (1) Fraser Valley Broadcasters Ltd. (2) 50 Yale Road East (3) (604) 795-5711  
 (4) J.M. MacLachlan (5) Dennis Barkman (7) Ken Davis (8-11) Harold Roberts (12,13) Jim Leitch (14) Gene Ross (16) Dennis Barkman (17) Mrs. Betty Neads (19) Tony Shepherd (20-24) All-Canada (25) M.O.R. (26) 1927 (27) BN

### CFCP, COURTENAY

1,000 watts on 1440 Kcs.  
 (1) CFCP Radio Ltd. (2) Box 1440 (3) (604) 334-2421 (4,5) W.G. Browne (7) Scott Hunter (8,11) Alec Cobban (12) Mike Dixon (13) Lea Gaboury (14) Torry Gritzuk (15) Mrs. L. Pyke (17) Mrs. M. Simms (19) F. Grant (20-22) Group One (23) James Advertising (25) M.O.R., C & W (26) 1959 (27) BN

### CKEK, CRANBROOK

1,000 watts on 570 kcs.  
 (1) East Kootenay Broadcasting Company Limited (2) 28 Bth Ave. S. (3) (604) 426-2224 (4,5) Lloyd J. Hoole (7) Cornel A. Sawchuk (12,13) Dave Jacobson (17) Miss Jean McKenzie (19) L.J. Hoole (20-23) Group One (24) Don Cooke (25) M.O.R. (26) 1957 (27) BN

### CFKC, CRESTON

250 watts on 1340 kcs.  
 (1) Kokanee Broadcasting Limited (2) Box 310 (3) (604) 428-2424 (4) G. Greene (5) R.J. Graham (6) N. Frost (7,8) R.J. Graham (9) J.P. Haines (10-14) N. Frost (15) Mrs. Mona Malcolm (16) R.J. Graham (17) Miss S. Floer (18) N. Frost (19) S. Davis (20-23) Group One (25) M.O.R., C & W (26) 1968 (27) BN

### CJDS, DAWSON CREEK

1,000 watts on 1350 kcs.  
 (1) Radio Station CJDC (Dawson Creek, B.C.) Ltd. (2) 901-102nd Avenue (3) (604) 782-3341 TLX 049-5727

(4) H.L. Michaud (5) Mike LaVern (8) E. Bruce Thompson (9) Ron Bottos (10) E. Bruce Thompson (11) Mike Lindsay (12) Elmer Devore (13) Frank Ryan (14) Mike Lindsay (15,17) Verna Ophus (19) Grant Kaczor (20,21) Radio Reps (22) A.J. Messner (23) Radio Reps (24) ABC International (25) M.O.R., Contemporary (26) 1947 (27) BN

### CKAY, DUNCAN

1,000 watts on 1500 kcs.  
 (1) Radio CKAY Ltd. (2) 110 Craig Street (3) (604) 746-4115 (4) Dr. J.U. Coleman (5,7) Earl Kidder (10) Bruce Payne (11) Ron Stanley (12) John Mitchell (13,14) Ken Driedger (15) Miss "Kay" (16) Rick Hanson (17) Miss Darlene Kidder (19) Rod Currie (20-23) Group One (24) Weed (25) Good Music, C & W (26) 1964 (27) CP, BN

### CKNL, FORT ST. JOHN

### CFNL, FORT NELSON

CKNL, 1,000 watts on 560 kcs.  
 CFNL, 250 watts on 590 kcs.  
 (1) Northern Lights Broadcasting Ltd. (2) Box 3450 Fort St. John (3) (604) 785-6634 TLX 049-5516  
 (4) John Skelly (5) Mel Stevenson (6) Bob Harrison (7) Leith Boulter - Fort St. John Gene Daniel - Fort Nelson (8) Bob Harrison (9) Ron Clark (10) Bob Harrison (11,12) Ron Clark (13) Bob Harrison (14) Ron Clark (15) Bob Harrison (16) Mel Stevenson (17) Miss Rita Larson (19) Bob Guy (20,21) Radio & TV Reps (22) A.J. Messner (23) Radio & TV Reps (25) M.O.R., C & W, Teen (26) 1962 (27) BN

### CFJC, KAMLOOPS

10,000 watts day, 1,000 watts night on 910 kcs.  
 (1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 TLX 048-8148 (4,5) David S. Clark (6) Jack Crane (7) Walter Harwood (10) Phil Toombs (12) Jack Crane (14) Gary Miller (15) Walter Harwood (17) Mrs. Loretta Lewis (19) Kurt Reichennek (20-24) All-Canada (25) M.O.R., C & W, Pop (26) 1927 (27) BN

### CKOV, KELOWNA

5,000 watts day, 1,000 watts night on 630 kcs.  
 (1) Okanagan Broadcasters Limited (2) Box 100 (3) (604) 762-3331 (4) Mrs. G.T.B. Browne (5,6) J.H. Browne (7) D.S. Dunn (8) A.W. Jensen (12-14) J.D. Bews (16) D.S. Dunn (17) Mrs. J. Bowring (19) A.E. Vipond (20-24) All-Canada (25) M.O.R., Teen (26) 1931 (27) BN

### CJJC, LANGLEY

1,000 watts on 850 kcs.  
 (1) City and Country Radio Limited (2) Box 850 (3) (604) 534-5341 (4,5) Joe Chesney (7) Gordon Reid - Nat'l Bill Fox - Local (8) Brian Lord (12) Tippy O'Neill (13) Elmer Tippe (14) Peter Chant (17) Mrs. Joan Reynard (19) Stan Davis (20-22) Group

One (23) Gordon Reid (24) Frederick Smith (25) C & W (26) 1963 (27) BN

### CHUB, NANAIMO

10,000 watts on 1570 kcs.  
 (1) Nanaimo Broadcasting Corporation Ltd. (2) P.O. Box 1570 (3) (604) 753-4341 (4) R.W. Giles (5) George Lawlor (7) Joe Lawlor (8,9) Ted Kelly (10) Lyall Feltham (11) Mrs. Pat Fairchild (12,13) Larry Thomas (16) Joe Lawlor (17) Mrs. Joy Fagan (18,19) Phil Henstridge (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Harlan G. Oakes & Don Cooke (25) M.O.R. (26) 1948 (27) BN

### CKKC, NELSON

1,000 watts on 1390 kcs.  
 (1) Kokanee Broadcasting Ltd. (2) P.O. Box 250 (3) (604) 352-7277 (4) Gordon A. Green (5,7) D.H. Glover (8,9) J. Paul Haines (12,13) Ken Wilson (14) Pat Reid (15) Mrs. Mona Malcolm (16) D.H. Glover (17) Mrs. Mable Wishlow (19) Stan Davis (20-23) Group One (24) Canadian Standard (25) M.O.R. (26) 1967 (27) BN

### CKNW, NEW WESTMINSTER

50,000 watts on 980 kcs.  
 (1) Radio NW Ltd. (2) B15 McBride Plaza (3) (604) 522-2711 (4) Frank A. Griffiths (5) William J. Hughes (6) H.L. Davis (7) William J. Hughes (8) Richard Abbott (11) Rod Gunn (12) Warren Barker (13) A. Davidson (17) Mrs. V. Shepherd (19) Jack K. Gordon (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) M.O.R. (26) 1944 (27) BN

### CKOO, OLIVER - OSOYOOS

1,000 watts day, 250 watts night on 1240 kcs.  
 (1) Okanagan Radio Ltd. (2) P. O. Box 539 (3) (604) 495-6200 TLX 04-8850 (4) Maurice P. Finnerty (5) Ralph J. Robinson (7) H.C. Dane (12) Mike Mangan (13) David George (14) Cal George (15) Mrs. Barbara Porteous (16) Bill Coombes (17) Mrs. Barbara Porteous (19) Harry McRae (20-24) All-Canada (25) M.O.R., Community Service (26) 1966 (27) BN

### CKOK, PENTICTON

10,000 watts on 800 kcs.  
 (1) Okanagan Radio Limited (2) 33 Carmi Avenue (3) (604) 492-2800 TLX 04-8850 (4) Maurice P. Finnerty (5) Ralph J. Robinson (7) Harry C. Dane (9) Cal George (10) Grant Sherwood (12) Mike Mangan (13) Mike Shainline (14) Cal George (15) Mrs. Shirley Letts (16) Gary Woitas (17) Miss Fernie Bonus (19) Harry McRae (20-24) All-Canada (26) 1948 (27) BN

### CJAV, PORT ALBERNI



1,000 watts day, 250 watts night on 1240 kcs.  
 (1) CJAV LIMITED (2) 205 3rd Ave. South

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**BRITISH COLUMBIA**  
**AM RADIO Continued**

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Director
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto Reps
- (21) Montreal Reps
- (22) Winnipeg Reps
- (23) Vancouver Reps
- (24) U.S. Reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

- (3) (604) 723-2455
- (4,5) Kenneth Hutcheson
- (6) Maurice Inwards
- (8) John Harper (12) Ronald Coull (13) Bill Gibson
- (15) Mrs. Zel Richards
- (16) Bill Gibson (17) Miss Christine Andrews
- (19) Martin Semkiw
- (20,21) Hardy Radio & TV
- (22) A. J. Messner
- (23) Creative House
- (24) Don Cooke
- (25) M.O.R. (26) 1946
- (27) BN

**CHQB, POWELL RIVER**

- 1,000 watts on 1280 kcs.
- (1) Sunshine Coast Broadcasting Co. (2) 7050 Alberni St.
- (3) (604) 485-4207
- (4,5) Robert L. Cartmell
- (5 - Campbell River) Lloyd Glover (7) Robert Abbott - Nat'l Dave Roughan - Retail
- (8) Mike Ketteringham
- (9) Robert L. Cartmell (11) Mike Ketteringham (12) Al Clarke
- (13) Mike Fraser (15,17) Lorraine Taylor (19) Jim Triggs
- (20-23) All-Canada
- (25) M.O.R., Contemporary
- (26) 1967 (27) BN

**CKPG, PRINCE GEORGE**

- 10,000 watts on 550 kcs.
- (1) CKPG RADIO LIMITED
- (2) 1220 - 6th Avenue
- (3) (604) 564-8861 TLX 047-8698
- (4,5) R.T. Harkins (6) Jack Carbutt (7) Miss Carole Pow (8,9) Terry Bell (11) Don Prentice (12) Ron Macham
- (13) Bob Elphicke
- (14) Jack Carbutt (15) Miss Carole Pow (16) Bruce Striegler (17) Miss Carole Pow (19) Dave Alendal
- (20-24) All-Canada
- (25) M.O.R., Rock
- (26) 1945

**CFPR, PRINCE RUPERT**

- 10,000 watts on 860 kcs.
- (1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave.
- (5) W.C. Hankinson (26) 1936

**CHTK, PRINCE RUPERT**

- 1,000 watts on 560 kcs.
- (1) CHTK Radio Ltd.
- (2) Box 3000 (3) (604)

- 624-9111 (4) J. Fred Webber
- (5) Roy B. Last (7) Paul Jeffs
- (8) Ed Jurak (12,13) Dave Gibbard (15) Mrs. Iona Campagnolo (17) Mrs. Norma Procter (19) John Nance
- (20-23) Radio-TV Reps
- (24) ABC International
- (25) M.O.R. (26) 1965 (27) BN

**CKCQ, QUESNEL**

**CKWL, WILLIAMS LAKE**

- CKCQ, 1,000 watts on 570 kcs.
- CKWL, 250 watts on 1240 kcs.
- (1) Cariboo Broadcasters Ltd.
- (2) Box 3000, Quesnel
- (3) (604) 992-5151 (4,5) Dennis Reid (5 - CKWL, Robt. R. Leckie)
- (7) John V. Boates (8,9) Gilbert K. McCall (10) Wayne Cox
- (12,13) Mike McIvor
- (16) J.V. Boates (17) Marie Davidson (19) Ted Hopkins
- (20-24) All-Canada
- (25) Varied, M.O.R.
- (26) CKCQ - 1957, CKWL - 1959
- (27) BN

**CKXR, SALMON ARM**

**CKCR, REVELSTOKE**

- CKXR, 1000 watts on 580 kcs.
- CKCR, 1000 watts on 1340 kcs.
- (1) Hall-Gray Broadcasting Co.
- (2) P.O. Box 69, Salmon Arm
- (3) (604) 832-2161 TLX 048-707
- (4,5) R.J. Hall (6) W.E. Gray
- (7) R.J. Hall (8,9) R.K. Field
- (11) Dennis Gerein
- (12-14) George Young
- (15) Mrs. Darlene Schadlich
- (16) W.E. Gray (17) Mrs. Darlene Schadlich (19) S.W. Davis
- (20-23) Group One (25) M.O.R., C & W (26) 1965 (27) BN

**CFBV, SMITHERS**

**CFLD, BURNS LAKE**

- CFBV, 1,000 watts day, 250 watts night on 1230 kcs.
- CFLD, 250 watts on 1400 kcs.
- (1) CFBV Ltd. (2) P.O. Box 335, Smithers (3) (604) 847-2521
- TLX 047-8332 (4,5) R.A. East
- (7) G.E. Rea (10) R.L. McInnes
- (11) R.A. Mole (12,13) N.C. Weseen (15) R.L. McInnes
- (17) Mrs. Ann Mole (19) S.W. Davis (20,21) Radio-TV Reps
- (22) A. J. Messner (23) Radio-TV Reps (26) CFBV - 1963
- CFLD - 1965 (27) BN

**CFTK, TERRACE**

**CKTK, KITIMAT**

- CFTK, 1,000 watts on 590 kcs.
- CKTK, 1,000 watts day, 250 watts night on 1230 kcs.
- (1) Skeena Broadcasters Ltd.
- (2) 3231 Emerson St., Terrace
- (3) (604) 635-6316 TLX 047-85529
- (5) R.A. Parfitt (7) Bert Ljungh
- (8) Jack White (10) Cam Lane
- (12) Keith Tutt (13) Ray Homer
- (15) Mrs. Marg VanHerd
- (16) Jack White (17) Miss Val Hayter (19) John Nance
- (20-23) Radio-TV Reps
- (24) ABC International
- (25) M.O.R., C & W
- (26) 1960 (27) BN

**CJAT, TRAIL**

- 1,000 watts on 610 kcs.
- (1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave.
- (3) (604) 368-5511
- (4) W.C. Harvey (5) J.P. Kobluk (7) R.W. Meneer
- (9) D.J. Glover (11) T. Messenger (12,13) J. Remesz
- (16) R.W. Meneer (17) D.A. Townsend (19) J. Renzie
- (20-24) All-Canada
- (25) M.O.R. (26) 1931
- (27) BN; Ottawa Radio News Bureau

**CBU, VANCOUVER**

- 10,000 watts on 690 kcs.
- (1) Canadian Broadcasting Corp. (2) 701 Hornby St.
- (5) K.P. Caple (Director for B.C.) (26) 1925

**CFUN, VANCOUVER**

- 50,000 watts on 1410 kcs.
- (1) Radio Station CFUN Ltd.
- (2) 1900 W. 4th Ave.
- (3) (604) 731-9222 TLX 04-5230
- (4) Jack Tietolman
- (5) M. Ronald Carabine
- (7) Bill Konyk (8) Al Jordan
- (9) Hal Wardell (10) Al Jordan (11) Fred Latremouille
- (12) Roy Jacques (13) Annis Stukus (15) Mrs. Eva Corrin
- (16) Geo. Lafleche
- (17) Mrs. Joan Williams
- (18) Stan Crossley
- (19) Stan Davis
- (20,21) Radio & TV Sales
- (24) Don Cooke
- (25) Contemporary, Good Music (26) 1922
- (27) BN; UPI Metro Media

**CHQM, VANCOUVER**

- 50,000 watts on 1320 kcs.
- (1) W.E. Bellman
- (2) 1134 Burrard Street
- (3) (604) 682-3141 TLX 04-5317
- (4,5) W.E. Bellman (7) Noel Hullah (8,11) M.L. Foisy
- (12) Jack Wilson (13) Brad Keene (17) Mrs. Anne Bolton
- (19) Stan Davis
- (20,21) Stephens & Towndrow
- (25) Contemporary, good music
- (26) 1959 (27) CBS

**CJOR, VANCOUVER**

- 10,000 watts on 600 kcs.
- (1) CJOR LIMITED
- (2) 840 Howe Street
- (3) (604) 685-6464
- (4) James A. Pattison
- (5) Jack R. Stewart (7) Tiff N. Trimble (8) Jim Nicholson
- (9) Jack R. Stewart
- (11) Miss Penny Brown
- (12) Jim Nielsen (13) Gordon Ross (15) Mrs. Pearl Cameron
- (16) Red Robinson (17) Miss Gloria Rochard (19) Al Erdman
- (20,21) Radio House
- (22) A.J. Messner (24) Weed
- (25) Contemporary (26) 1926
- (27) BN

**CKLG, VANCOUVER**

- 10,000 watts on 730 kcs.
- (1) Moffat Broadcasting Ltd.
- (2) 1006 Richards Street
- (3) (604) 681-7511 TLX 04-5992
- (4) R.L. Moffat (5) Don M.E. Hamilton (7) A. Anaka (8) Daryl Burlingham (9) Frank Callaghan
- (11) Roy Hennessy (12,13) Don Richards (14) Miss Sheila Atkinson (15) Miss Gail McGregor (16) Frank Callaghan
- (17) Mrs. Lois Thompson
- (19) Peter MacIntosh
- (20,21) Major Market
- (24) Devney (25) Contemporary
- (26) 1954 (27) Contemporary News Service

**CKWX, VANCOUVER**

- 50,000 watts on 1130 kcs.
- (1) CKWX RADIO LTD.
- (2) 1275 Burrard Street
- (3) (604) 684-5131 TLX 04-5396
- (4,5) J.D. Elton
- (7) Keith Bower (8,9) Bob Bye
- (11) Tom Peacock (12) Bill Hutton (13) Jim Robson
- (16) Peg Miller (17) Jack Hughes (19) Stan Davis
- (20-24) All-Canada
- (25) Contemporary - Adult
- (26) 1923 (27) BN; CP; ABC
- Ottawa Radio News Bureau

For your  
Promotion-  
In-Print...  
the  
CREATIVE  
SERVICE  
of  
The  
Canadian  
**Broadcaster**

17 Queen St. E.,  
Suite 128,  
Toronto 1, Ont.  
Phone  
(416) 363-6111  
TELEX 02-21576

**CJIB, VERNON**

10,000 watts day, 1,000 watts night on 940 kcs.  
 (1) Interior Broadcasters Ltd.  
 (2) 3315B Barnard Ave.  
 (3) (604) 542-3900 TLX 048-671  
 (4,5) A.G. Seabrook  
 (7) R.C. Adshead (8,9) J.A. Wilson  
 (11) Miss Helen Smith  
 (12) Don Warner (13) Jim Yount  
 (14) Chet McCue (15) Miss Helen Smith (16) Mrs. K. Doidge  
 (17) Miss M. Kowalski (19) B. Thorburn  
 (20-24) All-Canada  
 (25) M.O.R. (26) 1947  
 (27) BN

**CJVI, VICTORIA**

10,000 watts on 900 kcs.  
 (1) Island Broadcasting Co. Ltd.  
 (2) P.O. Box 940  
 (3) (604) 382-8221 TLX 044-8111  
 (4) G. Gaetz (5) K.C. Goddard  
 (7) J. Hawryluk (8) R. Robinson  
 (9) J. Easingwood  
 (11) Mrs. S. Whitton  
 (12) G. Williamson  
 (13) G. Hunter (16) J. Davis  
 (17) R. McGill (19) M. Doyle  
 (20-24) All-Canada  
 (25) M.O.R. (26) 1921  
 (27) BN; Ottawa News Bureau

**CKDA, VICTORIA**

25,000 watts on 1220 kcs.  
 (1) Capital Broadcasting System Limited (2) P.O. Box 967  
 (3) (604) 384-9311 TLX 044-8260  
 (4) David M. Armstrong (5,7) Keith G. MacKenzie  
 (11) Roy Darling (12) Bill Pike (13) Hart Kirch  
 (16) Mrs. Shirley Jefferson  
 (17) Miss Bernice Davies  
 (19) Fred Cole  
 (20,21) Radio-TV Reps  
 (22) A. J. Messner (23) Radio-TV Reps  
 (24) Canadian Standard (25) M.O.R.  
 (26) 1950 (27) CP & Contemporary News

**FM****CFFM-FM, KAMLOOPS**

4,000 watts on 98.3 mcs.  
 (1) Twin Cities Radio Ltd.  
 (2) 460 Pemberton Terrace  
 (3) (604) 372-3322 TLX 048-8148  
 (4,5) David S. Clark  
 (6) Jack Crane (7) Walter Harwood  
 (12) Jack Crane (16) Walter Harwood  
 (17) Miss Shona McVeigh  
 (19) Kurt Reichennek  
 (20-24) All-Canada  
 (25) M.O.R., Classical, Jazz  
 (26) 1963 (27) BN

**CJOV-FM, KELOWNA**

3,800 watts on 104.7 mcs.  
 (1) Okanagan FM Broadcasters Ltd.  
 (2) Commonwealth Trust Bldg., 1491 Pandosy St., Box 100  
 (3) (604) 762-3331 TLX 048-5131  
 (4) Mrs. J.H. Browne (5,7) Charles F. Patrick  
 (8) Al Jensen (9,10) Jerry Ridgley  
 (11) Al Jensen (12-14) Jack D. Bews  
 (15) Mrs. Gloria Mildnerberger  
 (16) Charles F. Patrick  
 (18) Jerry Ridgley (19) Art Vipond  
 (20-24) All-Canada  
 (25) M.O.R., Contemporary & Pop. (26) 1964 (27) BN

**CKOK-FM, PENTICTON**

1,800 watts on 97.1 mcs.  
 (1) Okanagan Radio Limited  
 (2) 33 Carmi Avenue  
 (3) (604) 492-2800  
 (4) Maurice P. Finnerty  
 (5) Ralph J. Robinson  
 (7) Harry C. Dane (9,11) Jim Onley  
 (12) Mike Mangan  
 (17) Miss Fernie Bonus  
 (19) Harry McRae  
 (20-24) All-Canada  
 (25) Modern & Classical  
 (26) 1965 (27) BN

**CJAT-FM, TRAIL**

12,600 watts on 106.7 mcs.  
 (1) Kootenay Broadcasting Co. Ltd.  
 (2) 1300 Cedar Ave.  
 (3) (604) 368-5511  
 (4) W.C. Harvey (5) J.P. Kobluk  
 (7) R.W. Meneer (9,11) D.J. Glover  
 (12,13) J. Remesz (16) R.W. Meneer  
 (17) D.A. Townsend  
 (19) J. Renzie  
 (20-24) All-Canada  
 (25) Classical, Contemporary Pop  
 (26) 1968 (27) BN, Ottawa Radio News Bureau

**CBU-FM, VANCOUVER**

100,000 watts on 105.7 mcs.  
 (1) Canadian Broadcasting Corp.  
 (2) 701 Hornby St.  
 (5) K.P. Caple (26) 1948

**CHQM-FM, VANCOUVER**

100,000 watts on 103.5 mcs.  
 (1) Vancouver Broadcasting Associates Ltd.  
 (2) 1134 Burrard St.  
 (3) (604) 682-3141 TLX 04-5317  
 (4,5) W.E. Bellman  
 (7) Noel Hullah (8,11) M.L. Foisy  
 (12) Jack Wilson (13) Brad Keene  
 (17) Mrs. Anne Bolton (19) Stan Davis  
 (20,21) Stephens & Towndrow  
 (25) Contemporary, good music  
 (26) 1960 (27) CBS

**CKLG-FM, VANCOUVER**

100,000 watts on 99.3 mcs.  
 (1) Moffat Broadcasting Ltd.  
 (2) 1006 Richards Street  
 (3) (604) 681-7511 TLX 04-5992  
 (4) R.L. Moffat (5) Don M.E. Hamilton  
 (7) A. Anaka (8) Daryl Burlingham  
 (9) Frank Callaghan (11) John Runge  
 (12,13) Don Richards (14) Miss Sheila Atkinson  
 (15) Miss Gail McGregor (16) Frank Callaghan  
 (17) Mrs. Lois Thompson (19) Peter Macintosh  
 (20,21) Major Market (24) Devney  
 (25) Contemp. (26) 1964 (27) Contemporary News Service

**CFMS-FM, VICTORIA**

19,000 watts on 98.5 mcs.  
 (1) Capital Broadcasting System Ltd.  
 (2) Box 967  
 (3) (604) 384-9311 TLX 044-8260  
 (4) David M. Armstrong  
 (5) E.G. Rudy Hartman  
 (7) John Dunbar (8,9) Rudy Hartman  
 (10) Gordon Tupper (11) Rudy Hartman  
 (12) Bill Pike (13) Roger Harmston  
 (16) Mrs. Shirley Jefferson  
 (17) Miss Sue Bousfield  
 (18) Roger Harmston (19) Fred Cole  
 (20-23) Radio & TV Reps  
 (24) Canadian Standard (25) Good music, classics, jazz  
 (26) 1951 (27) BN

**TELEVISION****KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities: A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

**CJDC-TV, DAWSON CREEK**

5,000 watts audio, 10,000 watts video on Channel 5  
 (1) Radio Station CJDC  
 (2) 901 - 102nd Avenue  
 (3) (604) 782-3341  
 (4,5) H.L. Michaud  
 (6,7) W.R. Duncan  
 (8) Wayne Roberts  
 (9) H.L. Michaud  
 (12) Elmer Devore  
 (13) Jeff Newland  
 (14) John Mills (16) John Adams  
 (17) Mrs. Maria van Berkel  
 (19) Grant Kaczor  
 (20) Al Newby  
 (21) Mrs. Helen Castle  
 (22,23) Radio & TV Reps  
 (24) A.J. Messner  
 (25) Radio & TV Reps  
 (26) ABC International  
 (27) 1959

**Rebroadcasting Stations**

Channel	Location
11	Hudson Hope
8	Bullhead Mountain

**CFCR-TV, KAMLOOPS**

1,850 watts audio, 3,700 watts video on Channel 4  
 (1) Twin Cities Television Ltd.  
 (2) 460 Pemberton Terrace  
 (3) (604) 372-3322 TLX 048-8148  
 (4,5) Ian G. Clark  
 (6) Jack Pollard (7) Walter Harwood  
 (8) Dick Breakell (12,13) Jack Crane  
 (15) Mrs. Lois Cutler (16) Walter Harwood  
 (17) Mrs. Shirley Bailey  
 (18) Frank Pokorny  
 (19) Kurt Reichennek  
 (20) Ron Brandt (21) August Scerbo  
 (22-26) All-Canada  
 (27) 1957 (28) A

**Rebroadcasting Stations**

Channel	Location
10	Merritt
8	Williams Lake
11	Lillooet
10	Ashcroft
9	Clinton
11	Lytton
5	100 Mile House
11	Chase
8	Savona
2	Clearwater
5	Boston Bar
7	Quesnel
3	Spences Bridge
5	Nicola Valley
3	Blue River - Avola
8	Valémount
3	Bralorne
7	Noranda Mines

**CHBC-TV, KELOWNA**

1,600 watts audio, 3,700 watts video on Channel 2  
 (1) Okanagan Valley Television Co. Ltd.  
 (2) 342 Leon Ave.  
 (3) (604) 762-4535  
 (4,5) Roy G. Chapman  
 (6,7) Dick Sharp (8) Henry Irazawa  
 (9) Russ Richardson (10) Dave Sparrow  
 (12) Russ Richardson (13) Dave Sparrow  
 (14) Bob Wilson (15) Betty Yendall  
 (16) Norm Williams (17) Lillian Beier  
 (18) Vic Pauls (19) Tom Wyatt  
 (20) Ian Ross (21) Brian Tachell  
 (22-26) All-Canada  
 (27) 1957 (28) A, C, E

**Rebroadcasting Stations**

Channel	Location
7	Vernon
13	Penticton
9	Salmon Arm
8	Oliver-Osoyoos
5	Lumby
5	Princeton
5	Kirameos
5	Peachland
5	Enderby
12	Westwold
5	Falkland
2	Nakusp
6	Malakwa
6	Celista
10	Cherryville
72	Grindrod
3	Canoe
10	Skaha Lake
7	Midway
5	Mica Creek
8	Mable Lake
9	Downie
12	Potlatch Creek

**CKPG-TV, PRINCE GEORGE**

339 watts audio, 778 watts video on Channel 2  
 (1) CKPG Television Ltd.  
 (2) 1220 - 6th Avenue  
 (3) (604) 564-8861 TLX 047-8698  
 (4,5) R.T. Harkins (8) A.D. Wiebe  
 (9) R.A. McGavin (11) Don Prentice  
 (12) Ron Macham (13) Bob Elphicke  
 (15) Miss Carole Pow (16) Bruce Striegler  
 (17) Steve Howe (18) Miss Liz Hale  
 (19) Dave Alendal (21) Glen Snow  
 (22-26) All-Canada (27) 1961 (28) A

**Rebroadcasting Stations**

Channel	Location
6	Vanderhoof, Port St. James, Fraser Lake
10	Hixon
13	Quesnel

**CFTK-TV, TERRACE**

2100 watts audio, 4100 watts video on Channel 3  
 (1) Skeena Broadcasters Ltd.  
 (2) 3231 Emerson Street  
 (3) (604) 635-6316 TLX 047-85529  
 (5) J. Fred Weber (6,7) R.A. Parfitt  
 (9) Gordon Leighton (12) Keith Tutt  
 (13) Ray Homer (15) Marg. VanHerd  
 (16) Jack White (17) Mrs. Pat White  
 (18) Airie de Lange (19) John Nance  
 (20) Dave Estacaille (21) David Niven  
 (22-25) Radio-TV Reps  
 (26) ABC International  
 (27) 1962 (28) A

**Rebroadcasting Stations**

Channel	Location
8	Annette Island Alaska
6	Prince Rupert
5	Aristazabal Island
5	Smithers
2	Ocean Falls
4	Burns Lake
5	Nass Valley
5	Kildala
2	Kemano
2	Justkatla-Queen Charlotte Island
5	Ketchikan, Alaska

**CBUT, VANCOUVER**

7,600 watts audio, 47,600 watts video on Channel 2  
(1) Canadian Broadcasting Corp. (2) 701 Hornby St.  
(5) Hugh Palmer (27) 1953

**Rebroadcasting Stations**

Channel	Location
9	Courtenay
3	Chilliwack
4	Port Alberni
13	Bowen Island
11	Squamish
11	Trail
9	Nelson
3	Castlegar
10	Cranbrook

**CHAN-TV, VANCOUVER**

94,000 watts audio, 180,000 watts video on Channel 8  
(1) British Columbia TV Broadcasting System Ltd.  
(2) P.O. Box 4700

(3) (604) 299-7272 TLX 04-5215  
(4,5) J.R. Peters (7) D.C. Norman (8) W.C. Elliott  
(9) L.D. Colthorp (10) R. Morrier (12) C. Bell  
(13) B. Gillingham  
(15) Jean Cannem (16) L.D. Colthorp (17) J. Salikin  
(18) B. Crighton (19) E.G. Rose (21) G. Smith  
(22-24) All-Canada  
(25) Own salesmen  
(26) All-Canada (27) 1960  
(28) A, B, C, E

**Rebroadcasting Stations**

Channel	Location
7	Squamish
11	Chilliwack
3	Bowen Island
13	Courtenay
3	Brackendale
3	Ucluelet
11	Port Renfrew

**KVOS-TV, VANCOUVER-  
Victoria-Bellingham**

214,000 watts audio, 107,000 watts video on Channel 12  
(1) KVOS-TV (BC) Ltd. (2) 1345 Burrard St. (3) (604) 681-1212  
(4) David Mintz (5) v-p, Doug Davis (6) Frank Janic (7) eastern, Don McLaughtrie, western, Herman Burkart (12) pub. svr. dir., Duayne Trecker (14) Forrest Holland (15) Elaine Horn (16) Tom Haverman (17) Del Pawliw (18) Barry Helmer (19) John Price (20) Duane Johnson (22-24) Stovin-Byles TV (26) Sumner (NY) (27) 1953  
(28) A, B, C

**CHEK-TV, VICTORIA**

50,000 watts audio, 100,000 watts video on Channel 6  
(1) British Columbia Television Broadcasting System Ltd.  
(2) Box 4700, Van. 3 (3) (604) 299-7272 TLX 04-5215 (4,5) J.R. Peters (6) F. Bond (7) D.C. Norman (8) A. Hall (9) L.D. Colthorp (10) R. Morrier  
(11) G. Grant (12) A. Stephen (13) B. Gillingham (15,16) Mrs. Ida Clarkson (17) J. Salikin (18) B. Crighton (19) E. Rose (20) A. Hall (21) G. Smith (22-24, 26) All-Canada  
(27) 1956 (28) A,B,C.

**Rebroadcasting Stations**

Channel	Location
13	Courtenay
11	Chilliwack
3	Bowen
7	Squamish
3	Brackendale
3	Ucluelet
11	Port Renfrew

# ALBERTA

<b>Total Population</b>	<b>1,508,100</b>
<b>Men (20 and over)</b>	<b>432,350</b>
<b>Women (20 and over)</b>	<b>416,410</b>
<b>Teens (13-19)</b>	<b>192,780</b>
<b>Children (0-12)</b>	<b>466,560</b>
<b>Households</b>	<b>408,000</b>
<b>TV Households</b>	<b>375,000</b>
<b>Per cent TV Households</b>	<b>92%</b>

Source: BBM January 1968

## RADIO

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## AM

**CBR, CALGARY**

50,000 watts on 1010 kcs.  
(1) Canadian Broadcasting Corp. (2) 1724 Westmount Blvd. (5) N.J. Lacey (26) 1948

**CFAC, CALGARY**

10,000 watts on 960 kcs.  
(1) Calgary Broadcasting Co. Ltd. (2) 1301 17th Ave. S.W., Cal. 3 (3) (403) 244-9311, TLX 038-22514 (4) N.A. Botterill (5) J.E. Ansell (7) G.N. Walker (8) J. Kunkel (12) D. McVarish (13) J.C. Carbury (16) G.B. Mannix (17) Miss M. Lawrence (19) E.C. Connor (20-24) All-Canada (25) M.O.R. (26) 1922 (27) CP, BN.

**CFCN, CALGARY**

50,000 watts on 1060 kcs.  
(1) The Voice of the Prairies Ltd. (2) Broadcast House, Cal 2 (3) (403) 249-9101 TLX 038-21637. (4) E.W. Chapman

(5) R.F. Irvine (6,8,9) Don Thomas (10) Gord Kelly (11) Mrs. Joyce Nephin (12) Joe Hutton (13) Henry Viney (16) Don Wood (17) Mrs. Doratheia Janz (19) Jack Quinn (20,21) Stephens & Towndrow (22) Western Broadcast (23) Stephens & Towndrow (24) Canadian Standard (25) M.O.R. (26) 1922 (27) BN, CP West.

**CHQR, CALGARY**

10,000 watts on 810 kcs.  
(1) Bentley Broadcasting Co. Ltd. (2) 1030 4th St. S.W., (3) (403) 263-5522 TLX 038-21895 (4,5) Ted Soskin (6,7) Reubin Hamm (8,9,11) Graham Slater (12) John Scott Black (13) Russ Peake (14) John Scott Black (15) Mrs. Kay Jones (16) Reuben Hamm (17) Mrs. Norma Hooper (19) Mel Hoyme (20-23) Radio-TV Reps (24) Weed (25) Good music. (26) 1964

**CKXL, CALGARY**

10,000 watts on 1140 kcs.  
(1) Bow Valley Broadcasting Co. Ltd. (2) Box 1140 (3) (403) 263-8160, TLX 038-21741 (4,5) James M. Pryor (6,7) David E. Lyman (7) Nat., John Tyrrell local, G. Stuart Menzies (9) Bob Robertson (12) Dale O'Hara (13) Jim Johnston (16) Mrs. Susan Stewart (17) Mrs. Jessie Guy (19) Wm. N. Martin (20,21) Major Market (23) James Advertising (24) Devney (25) Contemporary, M.O.R., Top 40 (26) 1927(27) Can. Contemp. News System, BN

**CFCW, CAMROSE**

10,000 watts on 790 kcs.  
(1) Camrose Broadcasting Co. Ltd. (2) 4872 50 street (3) (403) 672-3151 (4) H.J. Yerxa (5,7) Warren H. Holte (8,9) Curly Sims (10) Bev Munro (11) Richy Gurlock (12,13) Mike Goetze (14) Chuck Greig (15) Mrs. Heather Grue (16) Dan Chomlak (17) Miss Diana Evans (18) Dennis Sherbanak (19) Lyndy Olson (20,21) Lorrie Potts (22) A.J. Messner (23) James Advertising (25) C&W, farm service, ethnic, religious (26) 1954 (27) BN TTY Service, BN Voice

**CJDV, DRUMHELLER**

5000 watts on 910 kcs.  
(1) Dinosaur Broadcasting Ltd. (2) Box 1480 (3) (403) 823-3384 (4,5) Tony Mayer (6) Jim Fisher (7) Roy Millar (8,9) Doug Marvlin (10) Dennis Seibel (11) George Walters (12,13) Jim Fisher (14) Bill Cameron (15) Mrs. Peg Pinkham (16) George Walters (17) Mrs. Sandra Walters (18) Gary Millar (19) John Bruins (20,21) Radio & TV Sales (22) A.J. Messner (23) Jim Stovin (24) Hugh Wallace (West Coast) (25) MOR (26) 1958 (27) BN

**CBX, EDMONTON**

50,000 watts on 740 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R.L. Horley (26) 1953

**CFRN, EDMONTON**

50,000 watts on 1260 kcs.  
(1) Sunwapta Broadcasting Ltd. (2) Box 5030, Stn. E. (3) (403) 484-3311 TLX 037-2257 (4) Dr. G.R.A. Rice (5) Tony Coumant (6) G.A. Duffield (7) Tony Coumant (9) B. Wilson (12) Bruce Hogle (13) Al McCann (14) Scott Flewitt (16) J. McDougal (17) Mrs. F. Nord (19) Ted Watson (20-23) Radio-TV Reps (24) Canadian Standard (25) MOR (26) 1934 (27) BN, SBN, NBC.

**CHED, EDMONTON**

10,000 watts on 630 kcs.  
(1) Radio Station CHED Ltd. (2) 10006 107th Street, Ed. 14 (3) (403) 424-2111 TLX 037-2904 (4) E.A. Rawlinson (5) Jerry Forbes (6) operations mgr., Keith James (7) Bill Sysak (8) Dave Cummins (9) Keith James (11) Don Hamilton (12) Jim McLaughlan (13) Wes Montgomery (16) Bob McCord (17) Mrs. Myrna Shields (19) Clint Nichol (20,21,23) Major Market (24) Devney (25) Contemp. (26) 1954 (27) BN, Can. Contemp. News System

**CHFA, EDMONTON**

5,000 watts on 680 kcs.  
(1) Radio-Edmonton Ltée. (2) 10012 109 St. (3) (403) 424-2157 (4) Roger Motut (5) B.J. Gagnon (7-9) Jacques Boucher (10) Normand Fontaine (11) G. Paradis (12-14) Thars. Forestier (15) Mrs. M. Vander-gooten (17) J. Boucher (18, 19) A. Rouleau (20,21) Hardy Radio & TV (22) A.J. Messner (23) Radio-TV Reps (24) Devney (25) MOR, Classical (26) 1949

**CHQT, EDMONTON**

10,000 watts on 1110 kcs.  
(1) Radio Station CHQT Ltd. (2) 10154 103 St., Ed. 15 (3) (403) 424-1131 (4) Lewis R. Roskin (5) Murray D. Dyck (7) Lewis R. Roskin (8) Roger Charest (9) Bob Hill (10) Garry Gaudet (11) Jules Ross (12) Ron Robert (13) Peter Kmech (15) Kathaleen Whitton (16) Brian Gibbons (17) Miss Enid Weiss (19) Frank Makepeace (20,21) Radio & TV Sales (22,23) Western Broadcast (24) Weed (25) Good music (26) 1965 (27) BN



**CJCA, EDMONTON**

10,000 watts (5,000 night) on 930 kcs.  
 (1) Edmonton Broadcasting Co. Ltd. (2) 10123 104 St., Ed 14  
 (3) (403) 424-4131 TLX 037-229  
 (4,5) C.A. Perry (7) John L. Sayers (8,9) Harry Boon  
 (10) George Payne (11) Garry McDonall (12) Walt Rutherford  
 (13) Bryan Hall (16) Harry Boon Sales prom. mgr, John L. Sayers  
 (17) Miss Janet Wickenberg  
 (18) Andre Picard (19) Gordon Skutle (20-24) All-Canada  
 (25) up-tempo, MOR contemp.  
 (26) 1922 (27) ABC, Ottawa News Bureau, BN, UPI.

**CKUA, EDMONTON**

10,000 watts on 580 kcs.  
 (1) Alberta Government  
 Telephones (2) 10526 Jasper Ave., Ed. 14 (3) (403) 422-5161  
 (5) Jack W. Hagerman (9) A.W. 'Tony' Cashman (10) E. Gil Evans (12) B. Kent Oliver  
 (13) Ron W. Durda (15) Mrs. M.P. Blackburn (17) Mrs. M.A. Eykelbosh (19) W. 'Bill' Pinko  
 (25) Educational; music, talk, Univ. of Alta. broadcasts  
 (26) 1927

**CJYR, EDSON**

10,000 watts on 970 kcs.  
 (1) Yellowhead Broadcasting Ltd. (2) Box 1450 (3) (403) 723-4461. (4,5) Ernie M. Mushuk (7) Ernie Mykyte  
 (8,9) Chuck Benson (10) Dennis Williams (11) Chuck Benson  
 (12) Dennis Williams (13) Sandy Brown (14) Dennis Williams  
 (16) Chuck Benson (17) Carol Pempeit (18) Chuck Benson  
 (19) A.C. Nichol (20-23) Group One Radio (25) varied; C&W  
 (26) 1968 (27) BN.

**CFGP, GRANDE PRAIRIE**

10,000 watts on 1050 kcs.  
 (1) Northern Broadcasting Corp. Ltd. (2) 10008 103 Ave.  
 (3) (403) 532-2311 TLX 049-632  
 (4) Cameron A. Perry (5) Walter Everitt (6) Jack Sears  
 (7) Gordon Percy (8,9) Jack Sears (12) Lionel Kyle (13) Mr. Fran Tanner (17) Mrs. Gail Frey  
 (19) James deRoalds (20-24) All-Canada (25) MOR  
 (26) 1937 (27) BN

**CHEC, LETHBRIDGE**

5000 watts on 1090 kcs.  
 (1) Southern Alberta Broadcasting Ltd. (2) Box 1090  
 (3) (403) 328-3311 TLX 038-49154 (4,5) H.W. Brown  
 (7) R.J. Bruchet (8,9) V.G. Todd  
 (10) P. Snow (11) V.G. Todd  
 (12) R. Dyck (13) V.G. Todd  
 (14) L.G. Dow (15) Miss B. Hemmaway Copy editor, Mrs. D. Wasmuth (16) P. Snow (17) Mrs. M. Davis (19) R. Verhulst  
 (20-23) Group One Radio  
 (24) Weed (25) Good music  
 (26) 1959 (27) BN

**CJOC, LETHBRIDGE**

10,000 watts (5000 night) on 1220 kcs.  
 (1) Lethbridge Broadcasting Co. Ltd. (2) 1015 3rd Ave.S.  
 (3) (403) 327-3161 (4,5) John McColi (7) Jack C. Innes  
 (8,9) Bob Lang (10) Jim Elliott  
 (11) Daryl Ferguson (12) Bill Skelton (13) Brent Seely  
 (14) Doug Card (16) Wayne Berry (17) Mrs. Alma Bailey  
 (19) Bob McDonald (20-24) All-Canada (25) MOR, C&W, Top 40  
 (26) 1926

**CKSA, LLOYDMINSTER**

10,000 watts on 1080 kcs.  
 (1) Sask.-Alta. Broadcasters Ltd. (2) 5026 50 Street  
 (3) (403) 875-3321 TLX 037-3211  
 (4,5) Arthur F. Shortell (7) Jay Leddy (8,9) Barry Smith  
 (10) Ernie Ford (11) Barry Smith  
 (12) Ed Horlacher (13) Barry Smith (14) Roland Brassard  
 (15) Miss June Underdown  
 (16) Mrs. Ethel Smith (17) Mrs. Marge Procyshyn (18) Ernie Ford  
 (19) Howard James  
 (20-23) Hardy Radio & TV  
 (24) ABC International  
 (25) MOR, C&W, Teen (26) 1957  
 (27) BN, CP

**CHAT, MEDICINE HAT**

10,000 watts on 1270 kcs.  
 (1) Monarch Broadcasting Co. Ltd. (2) PO Box 880 (3) (403) 526-2821 TLX 038-4824 (4) J.H. Yuill (5) O. Kope (6,7) T.G. Gunter (8,9) Bob Ridley  
 (12) S.G. Weiler (13) Bob Ridley  
 (14) Mickey Lynch (15) Mrs. Dean Hamilton (17) Mrs. Elaine Barnes (18) Joe Bell (19) Sid Gaffney (20-24) All-Canada  
 (25) MOR (26) 1946 (27) BN

**CKYL, PEACE RIVER**

10,000 watts (1000 night) on 610 kcs.  
 (1) Peace River Broadcasting Corp. (2) Box 1050 (3) (403) 624-2535 TLX 037-5126  
 (4,5) George Cambridge (6) Al Adair (7) Richard D. Rafferty  
 (8-11) Bob Zens (12) Joe Zinzelmeyer (13) Al 'Boomer' Adair (14) Roger Channon  
 (15) Mrs. Louise Herbert  
 (16) Joe Zinzelmeyer (17) Mrs. Louise Herbert (18) Lan Hagen  
 (19) Les Clements (20,21) Radio TV Reps (22) A.J. Messner  
 (23) Radio-TV Reps (25) MOR  
 (26) 1954 (27) BN

**CKRD, RED DEER**

10,000 watts day (1000 night) on 850 kcs. (1) Central Alberta Broadcasting (1961) Ltd.  
 (2) Box 5555 (3) (403) 347-6681  
 TLX 038-316 (4,5) Henry L. Flock (7) Pat Henry (8) Larry Thissen (10) Dan McAllister  
 (11) Stu Morton (12) Ben Meisner  
 (13) Al Hammer (14) Murray Mehling (17) Gerald Tennant  
 (19) Ken L. Martin (20-23) Radio-TV Reps (24) ABC International  
 (25) MOR (26) 1949 (27) BN

**FM****CHFM-FM, CALGARY**

11,000 watts on 95.9 mcs.  
 (1) Quality FM Ltd. (2) 10 Westbrook Mall, Cal. 4  
 (3) (403) 249-7772 (4) J.D. Whitehead (5) Bill Kehler  
 (7) Gerry Rempel (8) George Ferguson (11) Robert J. Brown  
 (16) W. Kehler (17) Miss Fran Vogelzang (19) Ralph C. Allan  
 (20-23) Hardy Radio & TV  
 (25) MOR, Contemp., Classical,  
 Ethnic (26) 1962 (27) BN

**CFRN-FM, EDMONTON**

16,200 watts on 100.3 mcs.  
 (1) Sunwapta Broadcasting Ltd.  
 (2) Broadcast House, Station E  
 (3) (403) 484-3311 TLX 037-2257  
 (4) Dr. G.R.A. Rice (5,7) James S. Edwards, Ret. sales mgr., John Baldock (10) Jim Roberts  
 (11) George Kelso (12) S.S. Lancaster (13) Al McCann  
 (15) Mrs. Leslie Ring (16) J.S.

Edwards (17) Mrs. Leslie Ring  
 (18) Rawle S. Howard (19) T.E. Wadson (20-23) Radio-TV Reps  
 (24) Canadian Standard  
 (25) Contemp., MOR, Classical,  
 (26) 1947 (27) BN, SBN.

**CJCA-FM, EDMONTON**

414 watts on 99.5 mcs.  
 (1) Edmonton Broadcasting Co. (2) 10123 104 Street. Edm.14  
 (3) (403) 424-4131 TLX 037-229  
 (4,5) C.A. Perry (7) John L. Sayers (8,9) Harry Boon  
 (10) George Payne (11) Garry McDonall (12) Walter Rutherford  
 (13) Bryan Hall (16) Harry Boon Sales prom. mgr., John L. Sayers (17) Miss Janet Wickenberg (18) Andre Picard  
 (19) Gordon Skutle (20-24) All-Canada (25) Contemp., Classic & Jazz (26) 1948 (27) ABC, Ottawa News Bureau, BN, UPI.

**CKUA-FM, EDMONTON**

352 watts on 98.1 mcs.  
 (1) Alberta Government  
 Telephones (2) 10526 Jasper Ave. Edm. 14 (3) (403) 422-5161  
 (5) Jack W. Hagerman (9) A.W. 'Tony' Cashman (10) E. Gil Evans (12) B. Kent Oliver  
 (13) Ron W. Durda (15) Mrs. M.P. Blackburn (17) Mrs. M.A. Eykelbosh (19) W. (Bill) Pinko

**TELEVISION****KEY**

- (1) Company name
  - (2) Mailing address
  - (3) Telephone - Telex
  - (4) President
  - (5) General Manager
  - (6) Operations Manager
  - (7) Commercial Manager
  - (8) Production Supervisor
  - (9) Program Manager
  - (10) Chief Announcer
  - (11) Music Director
  - (12) News Director
  - (13) Sports Director
  - (14) Farm Director
  - (15) Women's Director
  - (16) Promotion Manager
  - (17) Traffic Manager
  - (18) Art Director
  - (19) Chief Engineer
  - (20) Chief Operator
  - (21) Film Editor
  - (22) Toronto reps
  - (23) Montreal reps
  - (24) Winnipeg reps
  - (25) Vancouver reps
  - (26) U.S. reps
  - (27) Station birth date
  - (28) Color facilities:
- A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

**CFCN-TV, CALGARY**

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) CFCN Television Ltd.  
 (2) Broadcast House, Cal. 2  
 (3) (403) 249-9101 TLX 038-21637. (4,5) E.W. Chapman  
 (6) R. Nordquist (7) H.G. Marshall (8) K. Masonchuck  
 (9) A. Purcell (12) Joe Hutton  
 (13) Henry Viney (15) Mrs. Sheila Moore (16) Paul Nuttall  
 (17) Mrs. Marion Rowat  
 (18) Charles Heine (19) J. Quinn  
 (21) D. Skow (22,23) Stephens & Towndrow (24) A.J. Messner  
 (25) Stephens & Towndrow  
 (26) Sumner, N.Y. & Chicago  
 H.G. Oakes, L.A. & San. Fran.  
 (27) 1960 (28) A, B, C, D, E

**Redroadcasting Stations**

**Channel Location**  
 12 Hand Hills

(25) Educational; Music & talk, Univ. of Alta. programs  
 (26) 1948

**CHEC-FM, LETHBRIDGE**

250 watts on 100.9 mcs.  
 (1) Southern Alberta Broadcasting Ltd. (2) Box 1090  
 (3) (403) 328-3311 TLX 038-49154 (4,5) H.W. Brown  
 (7) R.J. Bruchet (8,9) V.G. Todd  
 (10) P. Snow (11) V.G. Todd  
 (12) R. Dyck (13) V.G. Todd  
 (14) L.G. Dow (15) Miss B. Hemmaway Copy ed., Mrs. D. Wasmuth (16) P. Snow (17) Mrs. M. Davis (19) R. Verhulst  
 (20-23) Group One Radio  
 (24) Weed (25) Easy listening, ethnic, classical, semi-classic, show music, religious.  
 (26) 1959 (27) BN

**CKRD-FM, RED DEER**

1240 watts on 98.9 mcs.  
 (1) Central Alberta Broadcasting (1961) Ltd. (2) Box 5555  
 (3) (403) 347-6681 TLX 038-316  
 (4) Henry L. Flock (7) Pat Henry (10) Jim Armet  
 (11) Stuart Morton (12) Ben Meisner (13) Al Hammer  
 (17) Gerald Tennant (19) Ken L. Martin (20-23) Radio-TV Reps  
 (24) ABC International  
 (25) MOR, Jazz, Folk, Classic.  
 (26) 1965 (27) BN

8	Banff
6	Lake Louise
9	Brooks
8	Jubilee Mountain, B.C.
6	Columbia River Valley, B.C.
10	Drumheller
13	Lethbridge

**CHCT-TV, CALGARY**

100,000 watts audio, 50,000 watts video on Channel 2  
 (1) Calgary Television Ltd.  
 (2) 955 Rideau Rd., Cal. 6  
 (3) (403) 243-3491 TLX 038-2449  
 (4) Norman Botterill (5) D. Penn  
 (6) W. Wilks (7) Wm. Townsend  
 (8) Bob Gibson (9) W. Wilks  
 (12) Ed Whalen (15) Barb Kelly  
 (16) Roy Jamieson (17) Don Wilson (18) Gus Gunst  
 (19) Wm. McCambly (21) G. Warner (22-26) All-Canada  
 (27) 1954 (28) A, B, E

**Redroadcasting Stations**

**Channel Location**  
 8 Drumheller  
 13 Banff

**CBXT, EDMONTON**

34,300 watts audio, 318,000 watts video on Channel 5  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 555  
 (5) R.L. Horley (27) 1961

**Redroadcasting Stations**  
**Channel Location**  
 8 Athabaska  
 9 White Court  
 10 Grande Prairie  
 7 Peace River  
 2 High Prairie

**CFRN-TV, EDMONTON**

90,000 watts audio, 180,000 watts video on Channel 3  
 (1) Sunwapta Broadcasting Ltd.  
 (2) Broadcast House, Station E, Edm. 51 (3) (403) 484-3311  
 TLX 037-2257 (4) Dr. G.R.A. Rice (5) B.D. Alloway (7) D.H. Field (8) D. Roman (9) G.T. Kidd  
 (10) E. Kay (11) H. Farmer  
 (12) B. Hogle (13) A. McCann  
 (14) S. Flewitt (15) Mrs. V. Macklin (16) Stephen Young

# ALBERTA TELEVISION

## Continued

(17) Mrs. Pat Wood  
 (18) P. Leonard (19) T.E. Wadson (21) K. Neale  
 (22-25) Radio-TV Reps  
 (26) Canadian Standard  
 (27) 1954 (28) A, B, C.

### Rebroadcasting Stations

Channel	Location
12	Ashmont-St. Paul
12	Whitecourt-Edson
6	Lac La Biche

### CJLH-TV, LETHBRIDGE

96,100 watts audio, 19,200 watts video on Channel 7  
 (1) Lethbridge Television Ltd.  
 (2) PO Box 1120 (3) (403) 327-1521 TLX 038-49130  
 (4) N. Botterill (5) John McCall  
 (8) Bob Johnson (12) Gordon Colledge (13) Brent Seely  
 (14) Doug Card (15) Mrs. Bev Stretton (17) Miss Win Dufty  
 (18) Len Sherman (19) Bill McCambly (21) Mrs. Betty Glendinning (22-26) All-Canada (27) 1955 (28) A

### Rebroadcasting Stations

Channel	Location
2	Brooks
3	Crowsnest Pass
12	Waterton Park
12	Coleman

### CKSA-TV, LLOYDMINSTER

23,200 watts audio, 116,000 watts video on Channel 2  
 (1) CKSA-TV Ltd. (2) 5026 50 St. (3) (403) 875-3321 TLX 037-3211  
 (4,5) Arthur F. Shortell (6) Wes Saunders (7) Jay Leddy  
 (8-11) Wes Saunders (12) Ed Horlacher (13) Barry Smith  
 (14) Roland Brassard (15) Miss June Underdown (16) Mrs. Ethel Smith (17) Mrs. Betty Zinter  
 (18) Howard Sturge  
 (19) Antonie Stam (20,21) Elia Malinowski (22-25) Hardy Radio & TV (26) ABC Internat'l (27) 1960 (28) A

### Rebroadcasting Stations

Channel	Location
12	Meadow Lake, Sask.
9	Bonnyville, Alta.

### CHAT-TV, MEDICINE HAT

3,000 watts audio, 5700 watts video on Channel 6  
 (1) Monarch Broadcasting Co. Ltd. (2) PO Box 760 (3) (403) 548-3911 TLX 038-4824 (4) J.H. Yuill (5) Orville Kope (6) Vic Schafer (7) ret., Harold Brucker, nat'l, Ian Carson. (8) Doug Cocks (9) Vic Schafer  
 (10,11) Lorne Havard (12) Stan Weiler (13) Bob Ridley  
 (14) Cliff Dacre (15,16) Mrs. Betty-Ann Thompson (17) Cliff Dacre (18) August Soehn  
 (19) Sid Gaffney (20) Doug Cocks (21) Ron Larson  
 (22-26) All-Canada (27) 1957 (28) A

### Rebroadcasting Station

4	Pivot
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### CKRD-TV, RED DEER

13,000 watts audio, 26,000 watts video on Channel 6  
 (1) CHCA Television Ltd.  
 (2) Box 5555 (3) (403) 347-6681 TLX 038-316 (4,5) Henry L. Flock (6) Mel Gordon (7) W.R. "Bill" Scott (12) Ben Meisner  
 (13) Al Hammer (14) Murray Mehling (16) Mrs. Freda Woodhouse (17) Mrs. Bev Coene  
 (18) Rick Soehn (19) Larry Luchian (21) Richard Stokes  
 (22-25) Radio-TV Reps  
 (26) ABC International  
 (27) 1957 (28) A

### Rebroadcasting Stations

Channel	Location
10	Coronation
10	Banff

# SASKATCHEWAN

Total Population	962,100
Men (20 and over)	282,040
Women (20 and over)	267,910
Teens (13-19)	128,100
Children (0-12)	284,050
Households	265,000
TV Households	243,000
Per cent TV Households	92%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Director
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## AM

### CJSL, ESTEVAN

1,000 watts on 1280 kcs.  
 (1) Soo Line Broadcasting Co. Ltd. (2) Box 365  
 (3) (306) 634-3432 (4) T.G. Laing (5) Jim Laing  
 (7) Dennis Hogman  
 (8-11) John Deadlock  
 (12) Larry Hanson  
 (13) Dennis Hogman  
 (14) John Deadlock  
 (15) Miss Marj. Hoff  
 (16) John Deadlock  
 (17) Miss Marj. Hoff  
 (18) Dennis Hogman  
 (19) John Mitschke  
 (25) M.O.R., C & W  
 (26) 1960 (27) CP

### CFRG & CFGR GRAVELBOURG

5,000 watts on 710 kcs.  
 250 watts on 1230 kcs.  
 (1) Radio-Gravelbourg Ltee  
 (2) P.O. Box 570 (3) (306) 648-2515 (4) Joseph E. Chabot (5) Dumont Lepage  
 (6) Benoit Pariseau  
 (7) Leonard Beaudry

(8-11) Benoit Pariseau  
 (12) Marcel Moor  
 (13) Benoit Pariseau  
 (14) Marcel Moor  
 (15) Miss Micheline Lamarre  
 (16) Benoit Pariseau  
 (17) Miss Jeanne Beauregard  
 (18) Roland Gaudet  
 (19) John A. Brown  
 (20,21) Hardy Radio & TV  
 (23) Broadcast Reps.  
 (24) Devney (25) Classical & Modern (26) 1952 (27) BN

### CJVR, MELFORT

10,000 watts on 1420 kcs.  
 (1) Radio CJVR Ltd.  
 (2) P.O. Box 1420  
 (3) (306) 752-2867  
 (4) M. Dokken (5) W.F. Amos (10) Doug Birkmaier  
 (12,13) Grant Ulylyot  
 (19) R.G. McNiece  
 (20,21) Lorrrie Potts  
 (22,23) Radio-TV Reps.  
 (24) Weed (25) M.O.R., country, pop. (26) 1966  
 (27) BN

### CHAB, MOOSE JAW

10,000 watts on 800 kcs.  
 (1) Moffat Broadcasting Ltd.  
 (2) 116 Main St. N. (3) (306) 692-6464 TLX 031-2912  
 (4) Randall L. Moffat  
 (5) Vern Traill (7) John Sitter (9) Bruce Mitchell  
 (10) Roger Broadhead  
 (12) Bruce Mitchell  
 (13) Ron Temreck  
 (14) Reg. Nieszner  
 (15) Mrs. Mary Carty  
 (16) Bob Simpson  
 (17) Mrs. Barb Huel  
 (19) Merv Pickford  
 (20,21) Major Market  
 (22) A.J. Messner  
 (23) Major Market  
 (24) Devney (25) C & W  
 (26) 1922 (27) BN, Contemporary News

### CJNB, NORTH BATTLEFORD

10,000 watts on 1050 kcs.  
 (1) Northwestern Broadcasting Co. Ltd. (2) Box 1460  
 (3) (306) 445-2477 TLX 034-2527  
 (4) E.A. Rawlinson  
 (5,6) Harry G. Dekker  
 (7) H. Dekker - Nat'l, Alex Johnson - Local  
 (9) Eldon Elliott  
 (11) Jack Ross (12) Lorne Cooper (13) Eldon Elliott  
 (14) Bob Hildebrand  
 (15,16) Chris Dekker

(17) Mrs. B. Lauzon  
 (19) Al Ruddell  
 (20-23) Group One  
 (24) Devney (25) M.O.R.,  
 (26) 1947 (27) BN

### CKBI, PRINCE ALBERT

10,000 watts on 900 kcs.  
 (1) Central Broadcasting Co. Ltd.  
 (2) 10th St. West (3) (306) 763-7421 TLX 034-2932  
 (4) E.A. Rawlinson  
 (5) F.F. Rawlinson  
 (7) Ian Robertson  
 (8) Jim Scarrow  
 (12,13) Nick Roche  
 (14) Harold Mallwitz  
 (15) Marion Sherman  
 (17) Dora Fuller (19) Tom VanNes  
 (20-24) All Canada (26) 1934  
 (27) BN

### CBK, REGINA

50,000 watts on 540 kcs.  
 (1) Canadian Broadcasting Corp. (2) 1840 McIntyre St.  
 (5) A.E. Parr (26) 1939

### CJME, REGINA

1,000 watts on 1300 kcs.  
 (1) Midwest Broadcasters Ltd.  
 (2) 1771 Rose Street  
 (3) (306) 527-4191  
 (4) E.A. Rawlinson  
 (5) R.J. Hutton  
 (7) T.J. Ennis  
 (8) Bill Cochrane  
 (11) John Onn (12) Dennis Harding (13) Fergie Oliver  
 (16) Jim Savage  
 (17) Miss Kae Lazaruk  
 (19) Dave Senft  
 (20-23) Major Market  
 (24) Devney  
 (25) Contemporary  
 (26) 1959 (27) CP-BN

### CKCK, REGINA

5,000 watts on 620 kcs.  
 (1) Transcanada Communications Ltd.  
 (2) P.O. Box 6200  
 (3) (306) 522-8591 TLX 031-2239  
 (4) M. Sifton  
 (5) Gary L. Miles  
 (7) Joe Foord (8) Doug Alexander (11) Miss Leanne Ahern  
 (12) Grant Kennedy  
 (13) John Badham  
 (14) Grant Kennedy  
 (15) Mrs. Pam Allen  
 (16) Dennis Stafford  
 (17) Mrs. Irene Deck  
 (19) Howard Dean  
 (20-24) All-Canada  
 (25) M.O.R., contemporary  
 (26) 1922 (27) SBN, Ottawa Radio News Bureau, BN, CP west

### CKRM, REGINA

10,000 watts day, 5,000 watts night on 980 kcs.  
 (1) Cambrian Broadcasting Limited (2) Box 9800  
 (3) (306) 523-5661 TLX 031-2710 (4) W.B. Plaunt  
 (5) James T. Miller  
 (7) Ken Reeves  
 (8,9,11) Roy Brown  
 (12) Frank J. Flegel  
 (13) Ken Reeves  
 (14) Frank J. Flegel  
 (16) Roy Brown (17) Mrs. Freda Morris (19) L.V. Cozine  
 (20,21) Paul Mulvihill  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) M.O.R., Good Music  
 (26) 1926 (27) BN

### CKKR, ROSETOWN-KINDERSLEY

10,000 watts on 1330 kcs.  
 (1) Goose Lake Broadcasting Company Ltd. (2) Box 490

(3) (306) 882-2686  
 (4,5) Stan Solberg  
 (7,8) Pat O'Connor  
 (12-14) Bart Dailley  
 (15-17) Mrs. Myrna Decker  
 (19) John Guppy  
 (20,21) Radio & TV Sales  
 (22) Byles, Gibb  
 (23) Stovin-Byles TV  
 (25) C & W (26) 1966  
 (27) BN

**CFNS. SASKATOON**

1,000 watts on 1,170 kcs.  
 (1) Radio-Prairies-Nord Ltee  
 (2) 1426 Alexandra Ave.  
 (3) (306) 653-1170  
 (4) Dr. Maurice Demay  
 (5) Raymond J. Marcotte  
 (6) Jacques Landry  
 (7) Gus Bandet  
 (8,9) J. Landry  
 (10) Roger Lavallee  
 (12) Francois Riopel  
 (13) J. Landry  
 (14) Roland David  
 (15) Marie-A. Papen  
 (17) Eva Billo (19) Emile Gaudet  
 (20,21) Hardy Radio & TV  
 (22) A.J. Messner  
 (23) Radio-TV Reps  
 (24) Devney (25) M.O.R.  
 (26) 1952 (27) BN

**CFQC. SASKATOON**

5,000 watts on 600 kcs.  
 (1) A.A. Murphy & Sons  
 (2) Box 9200 (3) (306)  
 242-6611 TLX 034-2228  
 (4) Vernon Dallin  
 (5) Dennis J. Fisher  
 (7) Euclide Bourassa  
 (8,9) Wally Stambuck  
 (10) Denis Carr (11) Walt Edwards (12) Les Edwards  
 (13) Chuck McManus  
 (14) Bill Storey (16) Gordon

Browne (17) Mrs. Martha Mills (19) Jan van der Tuuk (20-23) Radio-TV Reps (24) Canadian Standard & H.G. Oakes (25) M.O.R. (26) 1923 (27) BN-Standard-NBC

**CKOM. SASKATOON**

10,000 watts on 1250 kcs.  
 (1) Saskatoon Community Broadcasting Co. Limited  
 (2) 3333-8th Street East Sub P.O. 30 (3) (306)  
 374-3690 (4,5) R.A. Hosie (7) W.H. Stovin (8) A.E. Stilling (9,11) George Johns (12,13) A.E. Stilling (17) Miss Marion Ballachay (19) Maynard Greer (20,21) Major Market (22,23) Stovin-Byles Ltd. (24) Weed (25) M.O.R. (26) 1951 (27) BN & CP west

**CJSN. SHAUNAVON**

1,000 watts day, 250 watts night on 1,490 kcs.  
 (1) Frontier Broadcasting Co. Ltd. (2) Box 1176 (3) (306) 297-2671 (4) Douglas Scott (5-12) Dave Andersen (13-14) Leonard Hanft (15) Mrs. Margaret Christenson (16) Dave Andersen (17) Mrs. Margaret Christenson (18) Dave Andersen (19) Ed Beryniuk (20,21) Group One (22) Broadcast Reps (23) Radio-TV Reps (24) Weed (25) M.O.R., Western (26) 1966 (27) BN

**CKSW. SWIFT CURRENT**

1,000 watts day, 250 watts night on 1400 kcs.  
 (1) Frontier City Broadcasting

Company Ltd. (2) Box 370 (3) (306) 773-4605 (4) Douglas W. Scott (5) Wilf C. Gilbey (7) Wm. Friest (8) Wilf C. Gilbey (9) Rod Gilbey (10) Art Wallman (11) Wilf C. Gilbey (12) Kevin Kelly (13) Frank Matovich (14) Art Wallman (15) Mrs. Mary Mudry (16) Douglas W. Scott (17) Miss Helga Popovitsch (19) Ed Buryniuk (20,21) Group One (22) Broadcast Reps (23) Radio-TV Reps (24) Weed (25) M.O.R., C & W (26) 1956 (27) BN

**CFSL. WEYBURN**

10,000 watts day, 5,000 watts night on 1190 kcs.  
 (1) Soo Line Broadcasting Co. Ltd. (2) Box 340 (3) (306) 842-4666 (4) Thos. G. Laing (5) James T. Laing (7) Mrs. K. Somerville (8, 10) Frank Martina (11) Dick Merc'er (12) Graham Barker (13) James Laing (14) Graham Barker (17) Miss Donna Hardy (19) John Mitschke (20-23) Group One (24) Don Cooke (25) M.O.R. (26) 1956 (27) BN

**CJGX. YORKTON**

10,000 watts on 940 kcs.  
 (1) Yorkton Broadcasting Company Limited (2) Tower Theatre Bldg. (3) (306) 783-2256 TLX 034-21513 (4,5) George G. Gallagher (8) Richard Scott

(9) Ed Laurence (11) Ruth Niefer (12) Morley Jaeger (13) Jim Keilback (14) Doug Sherwin (16) Ken Dodds (17) June Blaxall (19) Harry Kerr (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) M.O.R. (26) 1927 (27) BN

**FM**

**CFMQ-FM, REGINA**

5,900 watts on 92.1 mcs.  
 (1) Metropolitan Broadcasting Ltd. (2) Northgate Mall (3) (306) 543-1400 (5) William Stewart (7) Marvin Cfase (8-10) Leonard Enns (12) Bill Stewart (13) Dave Ward (15) Miss Ann Howard (16) Bill Stewart (17) Miss Maureen Fresco (19) Lachlan Cox (20-23) Hardy Radio & TV (25) M.O.R. (26) 1966 (27) BN

**CFMC-FM, SASKATOON**

6020 watts on 103.9 mcs.  
 (1) General Broadcasting Ltd. (2) 401 Canada Bldg. (3) (306) 653-3144 (4,5) D.J.G. MacKenzie (6,9) Reg Parker (12) Ron Robison (17) Miss Jeanne Fowler (19) Dave Pollock (20-23) Hardy Radio & TV (25) M.O.R. (26) 1964 (27) CP

**Radio\* Commercial Approval...**

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Why have that important project sitting on the shelf for weeks when you can have it on the air within 24 hours?

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 \* TELEVISION & AD AGENCIES

BOX 4148, STATION 'E' OTTAWA, ONTARIO

# SASKATCHEWAN FM RADIO Continued

## CJUS-FM, SASKATOON

3,800 watts on 89.7 mcs.  
(1) University of Saskatchewan  
(2) Memorial Union Bldg.  
(3) (306) 244-0908  
TLX 034-2659 (5) G.E. Walburn  
Radio Director - Ken Gordon  
(8) Dan Schwan (12) Larry  
Kwasnicia (13) Dick Freeman  
(16) Al Shechtman (17) Miss  
Sylvia Jonescu (18) Bob  
Tennant (19) C.A. Bradley  
(25) Classical, Folk, Jazz,  
Prog. Rock (26) 1965 (27) BN

# TELEVISION

## KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities:  
A-network feed, B-film color,  
C-VTR color, D-local live  
color, E-mobile units

## CKBI-TV, PRINCE ALBERT

61,000 watts audio, 100,000  
watts video on Channel 5  
(1) Central Broadcasting  
Co. Ltd. (2) 10th St. West  
(3) (306) 763-7421  
TLX 034-2932 (4,5) E.A.  
Rawlinson (7) Ian Robertson  
(8) Jack Cannon (12,13) Nick  
Roche (14) Harold Mallwitz  
(15) Marion Sherman  
(17) Sylvia Dodwell  
(18) Willard Ahenakew  
(19) Tom VanNes (21) Lorraine  
Hawksworth (22-26) All-Canada  
(27) 1958 (28) A

### Rebroadcasting Stations

Channel	Location
2	Nipawin
4	Greenwater
7	North Battleford
9	Big River
10	Alticane

## CHRE-TV, REGINA

## CHAB-TV, MOOSE JAW

CHRE, 125,000 watts audio,  
250,000 watts video on  
Channel 9. CHAB, 53,000  
watts audio, 100,000 watts  
video on Channel 4  
(1) Moffat Broadcasting Ltd.  
(2) 1744 Cornwall St., Regina,  
127 Main N., Moose Jaw  
(3) (306) 527-0146 (Regina),  
(306) 693-4694 Moose Jaw,  
TLX 031-2380 (4) J.R. Mitchell  
(5) Sid Boyling (6) Grant Pasiuk  
(7) Stan Gardner (8) Del  
Fehrenbach (10) Jeff Howard  
(12) Jim Horning (13) Fergie  
Olver (16) Stan Gardner  
(17) Mrs. Sandra Harding  
(18) Rollie Bourassa  
(19) Merv Pickford (21) Miss  
Joy Yip (22,23) Stovin-Byles TV  
(24) CHRE Direct (25) Stovin-  
Byles TV (26) Sumner  
(27) 1959 (28) A

## CKCK-TV, REGINA

53,500 watts audio, 100,000  
watts video on Channel 2  
(1) Transcanada Communications  
Ltd. (2) Box 2000 (3) (306)  
523-6671 TLX 031-2433  
(4) H.A. Crittenden (5) J.K.  
Struthers (6) D.A. Lee  
(7) E.E. Sjostrand (8) Mel  
Friesen (9) L.A. Westmoreland  
(10) Gordon McInnes (12) G.H.  
Kennedy (13) D.J. Badham  
(15) Miss Kathie Sheard  
(16) A.W. Beamish (17) Miss  
Pat Haggerty (18) Joseph  
Soehn (19) L.A. McBride  
(20) A. White (21) Barry  
Haddad (22-26) All-Canada  
(27) 1954 (28) A, B

### Rebroadcasting Stations

Channel	Location
6	Willow Bunch
7	Marquis
12	Colgate

## CFQC-TV, SASKATOON

180,000 watts audio, 325,000  
watts video on Channel 8  
(1) A.A. Murphy Ltd.  
(2) 216 1st Ave. North  
(3) (306) 242-6611 TLX 034-2228  
(4) Wm. Murphy (5) G. Blair  
Nelson (6) D.C. Brinton  
(7) Ken Hutson (8) Ted  
Eadinger (9) Mrs. Jean Korchin  
(10) Greg Barnsley (12) Les  
Edwards (13) Chuck McManus  
(14) Bill Story (15) Mrs. Jean  
Korchin (16) Derek Coke-Kerr  
(17) Mrs. Verna Fowler  
(18) Bert Kainz  
(19) Del Polowick  
(20) Jerry McLeod  
(21) Ron Lee (22-25) Radio-TV  
Reps (26) Canadian Standard,  
Hollywood - Harlan Oakes  
(27) 1954 (28) A, B, C

### Rebroadcasting Station

Channel	Location
3	Stranraer

## CJFB-TV, SWIFT CURRENT

13,300 watts audio, 6,650 watts  
video on Channel 5  
(1) Swift Current Telecasting  
Co. Ltd. (2) Box 160  
(3) (306) 773-7266 TLX 031-2119  
(4,5) Wm. D. Forst  
(7) Walter S. Buffam (8,9) Julie  
Forst (12) Gordon Foth  
(13) Art Henderson (16) Julie  
Forst (17) Phyllis Hunter  
(19) Jerome Rissling  
(22,23) Radio-TV Reps  
(24) Broadcast Reps  
(25) Radio-TV Reps (26) Forjoe TV  
(27) 1957 (28) A

### Rebroadcasting Stations

Channel	Location
2	Eastend
2	Val Marie
10	Riverhurst
7	Shaunavon

## CKOS-TV, YORKTON

2,600 watts audio, 15,000 watts  
video on Channel 3  
(1) Yorkton Television Co. Ltd.  
(2) 95 E. Broadway, P.O. Box 280  
(3) (306) 783-3688 TLX 034-21512  
(4,5) Ronald L. Skinner  
(7) John V. Birt (9) Wilbur  
A. Westby (10) Linus Westberg  
(12) Roger McLaughlin  
(13) Linus Westberg (14) Norman  
Roebuck (16) Linus Westberg  
(17) Miss Pauline Glaicar  
(18) Dennis McNeil (19) Ludwig  
Hocevar (21) Miss Sharon  
Coleman (22,23) Stovin-Byles TV  
(24) Call CKOS-TV Yorkton  
(25) Stovin-Byles TV  
(26) ABC International  
(27) 1958 (28) A, E

### Rebroadcasting Stations

Channel	Location
6	Wynyard
7	Carlyle
8	Dauphin, Man.

# MANITOBA

Total Population	968,430
Men (20 and over)	284,390
Women (20 and over)	286,840
Teens (13-19)	125,920
Children (0-12)	271,280
Households	262,000
TV Households	247,000
Per cent TV Households	94%

Source: BBM January 1968

# RADIO

## KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## CKX, BRANDON

10,000 watts on 1150 kcs.  
(1) Western Manitoba Broad-  
casters Ltd. (2) 2940 Victoria  
Ave. (3) (204) 728-1150  
TLX 0350-2716 (4) J.B. Craig  
(5) A.S. Craig (6) Eric Davies  
(7) Ed Holland (8) Ron  
Thompson (9) Frank Bird  
(10) Howard Cooper (11) Ron  
Thompson (12) Brian Denike  
(13) Marv Saxberg (14) Frank  
Bird (16) Mrs. Maureen Simpson  
(17) Mrs. Wendy Griffiths  
(19) Lawrence Dubois  
(20,21) Radio-TV Reps (22) A.J.  
Messner (23) Radio-TV Reps  
(24) Canadian Standard  
(25) M.O.R. (26) 1928  
(27) BN

## CHFC, CHURCHILL

250 watts on 1230 kcs.  
(1) Canadian Broadcasting  
Corp. (2) P.O. Box 40  
(5) Gaston Charpentier  
(26) 1959

## CKDM, DAUPHIN

10,000 watts on 730 kcs.  
(1) Dauphin Broadcasting Co.  
(2) Dauphin (3) (204) 638-3230  
(4) J.C. Maillard (5) J. Hugh  
Dunlop (7) J.M. Henderson  
(8) Mrs. Audrey Mansoff  
(9) Paul Walker (10) Doug  
Simmons (11) Bill Flamond  
(12) Paul Walker (13) Bernie  
Basaraba (14) J.M. Weeks  
(15) Mrs. Helen Henderson  
(16) Ron Waddell (17) Mrs.  
Lynda Coombs (19) Allan  
Watson (20-23) Radio-TV Reps  
(24) Canadian Standard  
(25) C&W, Standard, Hit  
parade, Variety (26) 1951  
(27) BN

## CFAR, FLIN FLON

10,000 watts on 590 kcs.  
(1) Arctic Radio (2) 75 Callinan  
(3) (204) 687-3469 TLX 0366-51  
(4) G. Brazzell (5) Eric Mason  
(7) Mrs. Shirley Lofgren  
(8) Doug Hay (9) Eric Mason  
(10) Doug Hay (11) Miss Denise  
Lawson (12) Eric Mason  
(13) Karl Edmands (14) Dick

# AM

## CFAM, ALTONA

## CHSM, STEINBACH

CFAM, 10,000 watts on 950kcs.  
CHSM, 10,000 watts on 1250kcs.  
(1) Southern Manitoba Broad-  
casting Co. Ltd. (2) Box 950,  
Altona (3) (204) 324-5203.  
Wpg., (204) 475-0754 (4) W.E.  
Kroeker (5) Elmer Hildebrand  
(8) Jim McSweeney (11) Ray  
Saunders (12) Bruce Gunn  
(13) Harv Kroeker (14) Bruce  
Gunn (15) Oilly Penner  
(17) Anita Kehler (19) John J.  
Pauls (20-23) Radio-TV Reps  
(25) Family programming  
(26) 1957 (27) BN

Lyons (15) Mrs. Shirley Lofgren (16) Doug Hay (17) Mrs. Deen Schuman (18) Doug Patterson (19) Eric Mason (20,21) Hardy Radio & TV (22) Broadcast Reps (23) Hardy Radio & TV (24) Canadian Standard (25) MOR, C&W (26) 1937 (27) BN

#### CFRY, PORTAGE LA PRAIRIE

1,000 watts on 920 kcs.  
(1) Portage-Delta Broadcasting Co. Ltd. (2) 1500 Saskatchewan Ave. West (30) (204) 857-5111 (4,5) R.D. Hughes (6,7) Jack Follett (8,9) Vic Edwards (10) Jerry Firman (11,12) Vic Edwards (13) Alex Docking (14) Howard Barker (15) Miss Nancy Layne (16) Laurie Matthews (17) Mrs. Isabelle Turner (19) Ricky Hughes (20,21) Lorrie Potts (25) C&W (26) 1956

#### CKSB, ST. BONIFACE

10,000 watts on 1050 kcs.  
(1) Radio Saint-Boniface Ltée. (2) 607 Langevin St. (3) (204) 247-4843 (4) Roland Trudeau (5) Roland Couture (7) E.J. Bohémier (8) André Martin (9) Miss Flore Toupin (10) André Martin (12-14) Val Gervais (16) Roland Couture (17) Mrs. B. Desrochers (18) Denis Colette (19) Roland Brodeur (20,21) Hardy Radio & TV (23) Radio-TV Reps (24) Devney (25) Popular, classical, semi-classical. (26) 1946 (27) BN

#### CHTM, THOMPSON

1,000 watts on 610 kcs.  
(1) Mystery Lake Broadcasting (2) The Plaza (3) (204) 677-3905 (4) A.M. Cham (5) Mrs. Bonnie Swain (7) Peter Nelson (8) Ron Krane (9) Peter Nelson (10) Gary Brooks (11) Jerry Chomyn (12) Jim Pennington (13) Brian Swain (15) Mrs. Bunny Wickman (17) Mrs. R. Chevalier (19) Martin Bergen (20,21) Group One Radio (22) Broadcast Reps (23) Group One Radio (25) MOR, C & W, Pop (26) 1964 (27) BN

#### CBW, WINNIPEG

50,000 watts on 990 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (26) 1948

#### CFRW, WINNIPEG

5,000 watts on 1470 kcs.  
(1) Radio Winnipeg Ltd. (2) Box 1022 (3) (204) 947-1211 (4) H.F. Dougall (5) J.S. Burton (7) G. Youngman (8) M. Kornfeld (9) J. Murphy (10) D. Roman (11) R. Hamilton (12) D. Archer (13) K. Nicolson (15) Miss M. Nelson (16) V. Turland (17) Mrs. P. McDermid (19) H. Hing (20,21,23) Hardy Radio & TV (24) Weed (25) Good music, modern (26) 1963 (27) BN

#### CJOB, WINNIPEG

10,000 watts on 680 kcs.  
(1) Radio OB Ltd. (2) 930 Portage Ave., Wpg. 10 (3) (204) 786-2471 (4) F.A. Griffiths (5) R.M. MacLennan (7) Kirk Northcott (9) Cliff Gardner (10) George McCloy (11) Cliff Gardner (12) Steve Halinda (13) Bob Picken (14) Peter Grant (15) George McCloy (16) John Cochrane (17) Mrs. Eleanore Jones (19) Neil East (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) MOR, Contemp. (26) 1946 (27) SBN, NBC, BN

#### CKRC, WINNIPEG

10,000 watts on 630 kcs.  
(1) Transcanada Communications Ltd. (2) 300 Carlton St., Wpg. 2 (3) (204) 942-2231 TLX 10-5566 (4) M.C. Sifton (5) R.K. Macdonald (7) T. Ashmore (8) R.L. Washington (10) Don Slade (11) Doc Steen (12) Roger Klein (13) Don Slade (15) Boyd Kozak (17) Mrs. Vera Gillespie (18) Harry Taylor (19) Ray Patterson (20-24) All-Canada (25) Contemporary (26) 1934 (27) BN

#### CKY, WINNIPEG

50,000 watts on 580 kcs.  
(1) Moffat Broadcasting Co. (2) 432 Main St., Wpg 1 (3) (204) 943-1531 (4,5) R.L. Moffat (7) Don McDermid (9) Bill Grogan (10) George Dawes (11) Howard Lawless (12) John Pierce (13) Jack Wells (15) Kay Wise (17) George Keith (19) Andy Malowanchuk (20,21) Major Market (23) James Advertising (24) Devney (25) MOR, Talk (26) 1949 (27) Cdn. Contemp. News System

#### FM

#### CKX-FM, BRANDON

58,000 watts on 96.1 mcs.  
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 TLX 0350-2716 (4) J.B. Craig (5) A.S. Craig (6) Eric Davies (7) Ed Holland (9) Ron Thompson (10) Howard Cooper (12) Brian Denike (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Mrs. Wendy Griffith (18) Gary Lelond (19) Lawrence Dubois (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) Good music (26) 1963 (27) BN.

#### CBW-FM, WINNIPEG

365,000 watts on 98.3 mcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (26) 1965

#### CFRW-FM, WINNIPEG

6,500 watts on 94.3 mcs.  
(1) Radio Winnipeg Ltd. (2) Box 1022 (3) (204) 947-1211 (4) H.F. Dougall (5) J.S. Burton (7) G. Youngman (8) M. Kornfeld (9,11) W. Knox (12) D. Archer (13) K. Nicolson (15) Miss M. Nelson (16) V. Turland (17) Miss P. McDermid (19) H. Hing (20,21,23) Hardy Radio & TV (24) Weed (25) Classics (26) 1963 (27) BN

#### CJOB-FM, WINNIPEG

310,000 watts on 97.5 mcs.  
(1) Radio OB Ltd. (2) 930 Portage Ave., Wpg. 10 (3) (204) 786-2471 (4) Frank Griffiths (5) R. MacLennan (8) Peter Grant (9) Cliff Gardner (10,11) Peter Grant (12) Steve Halinda (13) Bob Picken (14) Peter Grant (16) John Cochrane (17) Mrs. Marsha Gyles (19) Neil East (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) C&W, Ethnic, Folk (26) 1948 (27) SBN

#### CKY-FM, WINNIPEG

360,000 watts on 92.1 mcs.  
(1) Moffat Broadcasting Co. (2) 432 Main St., Wpg. 1 (3) (204) 943-1531 (4,5) R.L. Moffat (7) Don McDermid

(9) Herb Brittain (10) George Dawes (11) Howard Lawless (12) John Pierce (13) Jack Wells (15) Kay Wise (17) George Keith (19) Andy Malowanchuk (20,21) Major Market (23) James Advertising (24) Devney (25) MOR, Talk (26) 1949 (27) Can. Contemp. News System

#### TELEVISION

##### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities:

A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

#### CKX-TV, BRANDON

50,000 watts audio, 100,000 watts video on Channel 5  
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 TLX 0350-2716 (4) J.B. Craig (5) A.S. Craig (7) A.W. Olson (8,9) Ken Duke (10) Howard Cooper (12) Brian Denike (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Miss Marg Chzyzk (18) Mrs. Ann Smith (19) Lawrence Dubois (20) Ritch Chudley (21) Harold Pullaw (22-26) All-Canada (27) 1955 (28) A.B.

#### Rebroadcasting Stations

Channel	Location
11	Birtle-Foxwarren
9	Melita

# WESTERN CANADA FRENCH RADIO GROUP

## GO FOR A GREAT BUY

CFNS, Saskatoon, Sask.  
1,000 watts

CKSB, St. Boniface, Man.  
10,000 watts

4 Stations in 1 Buy

CFRG, Gravelbourg, Sask.  
5,000 watts

CHFA, Edmonton, Alta.  
5,000 watts

TO REACH THE FRENCH CANADIAN MARKET  
"THE WESTERN CANADA FRENCH RADIO GROUP"

Montreal & Toronto  
Hardy Radio & Television

Winnipeg  
A.J. Messner Co. Ltd.

Vancouver  
Radio Television Representatives

**Continued**

**CHGH-TV, CHURCHILL**

4.94 watts audio, 10 watts video on Channel 4  
 (1) Nanuk Television Inc.  
 (2) PO Box 266 (3) (204) 675-2344 (4) Rev. Fr. Rene Belair (5,6,9) A.L. Robb  
 (22,23) Radio & TV Sales  
 (24,25) Broadcast Reps  
 (27) 1965

**CBWBTV, FLIN FLON**

1,600 watts audio, 7,800 watts video on Channel 10  
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1962  
**Rebroadcasting Station**  
**Channel Location**  
 7 The Pas

**CBTA, LYNN LAKE**

2,500 watts audio, 500 watts video on Channel 8  
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1967

**CBWT, WINNIPEG**

12,000 watts audio, 100,000 watts video on Channel 6  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1954  
**Rebroadcasting Stations**  
**Channel Location**  
 10 Fisher Branch  
 8 Kenora, Ont.  
 9 Dryden, Ont.  
 12 Sioux Lookout, Ont.  
 10 Red Lake, Ont.  
 5 Fort Frances, Ont.  
 7 Atikokan, Ont.

**CBWFT, WINNIPEG**

7,370 watts audio, 59,000 watts video on Channel 3  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1960

**CJAY-TV, WINNIPEG**

65,000 watts audio, 325,000 watts video on Channel 7  
 (1) Channel Seven Television Ltd. (2) Polo Park, Wpg. 10  
 (3) (204) 775-0371 TLX 03-5308 (4) R.S. Misener (5) J.M. Davidson (6) Joe Gibson (7) I.M. Lillie (8) Jim Armstrong (9) J.S. Purvis (10) Ray Torgrud (12) Al Vickery (13) Jack Wells (15) Miss Sheila Knowles (16) Al Johnson (17) Gerry Probert (18) Mac Drope (19) A.G. Cobb (21) Howie MacMillan (22,23,25) Stovin-Byles TV (26) Sumner (27) 1960 (28) A, B, C, E

**KCND-TV, WINNIPEG**

43,600 watts audio, 288,000 watts video on Channel 12  
 (1) McLendon Corp. of Dallas, Texas (2) 2031 Portage Ave., Wpg. 12 (3) (204) 888-3212 TLX 03-58159 (4) Gordon McLendon (5) G.O. 'Gerry' Johnson (6) Len Gzebb (7) G.O. Johnson, local sales supvr., N.M. Cheater. (8) Dick Vincent (9) Dorothy Lien (10) Joe Cooke (12) Lee Crouch (13) Joe Cooke (14) Lee Crouch (15) Bonnie Griten (16) Len Gzebb (17) Vi Mae Hines (18) Nina Allam (19) Aubrey Headley (20) Tom Lorenzen (21) Dave Rector (22,23) Radio-TV Reps (24) Winnipeg Channel 12 Ltd. (25) Radio-TV Reps (26) Canadian Standard (27) 1960 (28) A, B, C

# ONTARIO

<b>Total Population</b>	<b>7,253,100</b>
<b>Men (20 and over)</b>	<b>2,132,730</b>
<b>Women (20 and over)</b>	<b>2,201,240</b>
<b>Teens (13-19)</b>	<b>889,660</b>
<b>Children (0-12)</b>	<b>2,029,470</b>
<b>Households</b>	<b>1,963,000</b>
<b>TV Households</b>	<b>1,888,000</b>
<b>Per cent TV Households</b>	<b>96%</b>

Source: BBM January 1968

## RADIO

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## AM

**CHOO, AJAX**

10,000 watts on 1390 kcs.  
 (1) Radio CHOO 1390 Ltd.  
 (2) 97 McMaster Ave.  
 (3) (416) 942-1390 (4) Wm. Jones (5) B.F. Farr (7) John 'Jack' Gracie (8) Dan Burcsik (9) Garth Bennett (10) Ken Kirkley (11) Andrew Held (12) Peter Oomen (13) Richard Trotter (14) Tom Rowe (15) Mrs. Judith Dooley (16) Brian Farr (17) Miss Rhoda McLelland (20-24) Group One Radio (25) MOR, C&W (26) 1967 (27) BN

**CKBB, BARRIE**

10,000 watts (2500 night) on 950 kcs.  
 (1) Barrie Broadcasting Co. Ltd. (2) Box 519 (3) (705) 726-6466 (4) Ralph Snelgrove (5) Wayne Bjorgan (7) John Henderson Retail, Doug Coulson. (8,9) Grant Forsythe (10) Brian

Barker (12) Bill McCutcheon (13) Grant Forsythe (16) Frank Tooke - PRM & A (17) Mrs. Phyllis Moran (19) Bert Verwey (22,23) A.J. Messner (25) MOR, C&W, Teen (26) 1949 (27) BOV, Can. Contemp. News System

**CJBQ, BELLEVILLE**

1,000 watts on 800 kcs.  
 (1) Quinte Broadcasting Co. Ltd. (2) PO Box 488 (3) (613) 968-5555 (4) Dr. G.A. Morton (5) Frank C. Murray (6,7) J.H. MacDonald (8) Lee Jourard (9) Frank C. Murray (10) Tom Hookings (11) Frank C. Murray (12) Dave Sovereign (13) Jack Devine (14) Phil Flagler (15) Lee Jourard (17) Mrs. G. Fliedler (18) Lee Jourard (19) J.B. Buchanan (20-23) Major Market (24) Canadian Standard (25) MOR, C&W, R&R, Classical (26) 1946 (27) BN

**CJNR, BLIND RIVER**

1,000 watts on 730 kcs.  
 (1) Algonquin Radio & TV Co. Ltd. (2) Box 1120 Algoma (3) (705) 356-7433 (4) Carmen Greco (5,7) Paul Leonard (8) Richard Buel (9,10) John Baird (11) Terry Hubbard (12) Gladys Hornby (13) Von Harris (15) Gladys Hornby (16) Paul Leonard (17) Mrs. Evelyn Fullerton (19) Ray Rylatt (20) Lorrie Potts (21) Scotty Sheridan (24) Weed & Co. (25) MOR (26) 1958 (27) BN, CBC.

**CHIC, BRAMPTON**

1000 watts (500 night) on 790 kcs.  
 (1) CHIC Radio Ltd. (2) 2 Eilen St. (3) (416) 451-3110, 677-1090 & 277-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (7) H.J. Allen Jr. (8,11) Dave Cook (12) Ernie Courtney (13) Dave Cook (14) Ernie Courtney (15) Miss Ruth Panter (17) Mrs. Helen Young (18) Ray Dawes (19) Paul Firminger (20, 21) Group One Radio (23) Stovin Byles (24) Don Cooke (25) Contemp. MOR, All-girl Announcers (25) 1953 (27) BN

**CKPC, BRANTFORD**

10,000 watts on 1380 kcs.  
 (1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. Florence M. Buchanan (5) Richard Buchanan (7) Don Woodley (8) Brian Studier (9,11) Arnold Anderson (12) Gordon Cook (13) Arnold Anderson (14) John Edgar (15) Mrs. Kit McDermott (16) Jerry Godin (17) Glen Walker (18) Brian Studier (19) James Featherston (20,21) Lorrie Potts (22) Broad-Reps (23) Radio-TV Reps (25) Contemp. MOR (26) 1923 (27) BN

**CFJR, BROCKVILLE**

1,000 watts on 1450 kcs.  
 (1) Eastern Ontario Broadcasting Co. Ltd. (2) PO Box 666 (3) (613) 345-1666 (4,5) John A. Radford (7) Keith Pelton (8,9) Jim Chapman (10,12, 13) Tom Statham (14) Lloyd Ker (16) Norm Thomas (17) Miss Lorraine McInnes (20-23) Radio-TV Reps (24) Canadian Standard (25) MOR (26) 1926 (27) BN

**CFCO, CHATHAM**

10,000 watts on 630 kcs.  
 (1) Great Lakes Broadcasting Systems Ltd. (2) 21 Keil Dr. (3) (519) 352-3000 (4) D.G. Campbell (5) Norman H. Haines (6) Bob Nelson (7) Mrs. Shirley Boucher (8,9) Bob Nelson (10) Wayne McLure (11) Carol Eves (12) Pete McGarvey (13) Ken Day (14) Harold Smith (16) Reg Bitton (17) Miss Joan Thompson (18) Brian Master (19) Gordon Brooks (20-22) Paul Mulvihill (23) Stephens & Towndrow (24) Devney (26) 1926 (27) BN, CP

**CHUC, COBOURG**

1000 watts on 1450 kcs.  
 (1) Radio CHUC Ltd. (2) Box 520 (3) (416) 372-5401 (4) Donald B. Williamson, P. Eng. (5,7) Donald J. Fox (9) Douglas D. Whalen (12) Larry Hall (13) John Lueck (14) Douglas D. Whalen (17) Mrs. Sue McDonald (19) Bob Hibbert (20,21) Radio & TV Sales (25) MOR (26) 1958 (27) BN

**CKCB, COLLINGWOOD**

250 watts on 1400 kcs.  
 (1) Barrie Broadcasting Co. Ltd. (2) Box 339 (3) (705) 445-2011 (4) R.T. Snelgrove (5) Wayne Bjorgan (CKBB & CKCB) (6) Wayne Smith, (7,8) Ken Swirsky (9-11) Jim House (12) Bill McCutcheon (13) Grant Forsythe (15) Mrs. Rosemary Henderson (16) Jim House (17) Mrs. Rosemary Henderson (19) Bert Verwey (20) Paul Mulvihill (25) MOR, Light rock (26) 1965

**CFML, CORNWALL**

1,000 watts on 1110 kcs.  
 (1) CFML Radio (Cornwall) Ltd. (2) 1308 Pitt St. (3) (613) 932-3356 (4) Y. Bertrand (5) E. Bertrand (6) B. Bertrand (7) Fern. Derouin (8) Miss Lise Dumont (9) Guy Vachon (10) Richard Gervais (11) Albert Menard (12) Mrs. Madeleine Germain (13) Yvon Lemire (14) Gerard Paiment (15) Mrs. Madeleine Germain (16) Rolland Chevrier (17) Denise Langlois (18) Robert Theriault (19) Don Williamson (20-23) Group One Radio (25) Western, MOR, Hit parade (26) 1959 (27) BN

**CJSS, CORNWALL**

1,000 watts on 1220 kcs.  
 (1) Tri-Co Broadcasting  
 (2) PO Box 969 (3) (613)  
 932-5180 (4,5) Paul Emard  
 (8) Fred Denney (9) Dave  
 Lafave (12) Mike Sykes  
 (13) George Heath (17) Mrs.  
 Alma Valley (19) Mahlon Clark  
 (20,21,24) All-Canada  
 (25) MOR, Rock (26) 1963

**CKDR, DRYDEN**

1000 watts on 900 kcs.  
 (1) Lake of Woods Broadcasting  
 (2) Box 580 (3) (807) 223-2355  
 (4) H.F. Dougall  
 (5, 7-13) Peter L. Harding  
 (17) Miss Leni Jorgenson  
 (19) Gerhard Beurtow  
 (25) MOR, C&W, Teen  
 (25) 1963 (27) CP

**CFOB, FORT FRANCES**

1,000 watts on 800 kcs.  
 (1) Border Broadcasting Ltd.  
 (2) PO Box 669 (3) (807)  
 274-5341 (4) H.F. Dougall  
 (5,7) Gordie McBride (8) Donn  
 Ryan (11,12) Rick Kyle  
 (13) Gordie McBride (14) Dale  
 Ramsdale (15) Miss Adeline  
 Lipsett (16) Gordie McBride  
 (17) Mrs. Vi Plumridge  
 (19) Oscar Petsnick  
 (20-23) Major Market  
 (24) Canadian Standard  
 (25) MOR (26) 1944 (27) CP

**CJLX, FORT WILLIAM**

10,000 watts (5000 night) on  
 800 kcs.  
 (1) Lakehead Broadcasting Co.  
 Ltd. (2) 213 Myles St.  
 (3) (807) 622-9618 (4,5) R.P.  
 'Mac' MacGowan (7) Walter J.  
 Clemens (8) John Novak  
 (9,11) Bill Logan (12) Jim  
 Symonik (13) Dick Champlone  
 (14) Bob Seed (15) Mrs. Carla  
 Jackson (16) R.P. MacGowan  
 (17) Miss Roberta Couch  
 (19) G. Elder (20,21) Lorrie  
 Potts (22) A.J. Messner  
 (23) Stephens & Towndrow  
 (24) Devney (25) Contemp.,  
 MOR (26) 1959 (27) BN, SBN,  
 NBC

**CFTJ, GALT**

250 watts on 1110 kcs.  
 (1) The Galt Broadcasting Co.  
 Ltd. (2) 46 Main St. (3) (519)  
 621-7510 (4,5) John V. Evans  
 (7) A.C. 'Bert' Bond (9,12) John  
 Etherton (13) Greg Peppier  
 (15) Bernice Adams (16) Ray  
 Norris (17) Mary Lillie  
 (19) James Stone (20-23) Hardy  
 Radio & TV (25) MOR (26) 1954  
 (27) BN News & Voice

**CJOY, GUELPH**

10,000 watts day (5000 night)  
 on 1460 kcs.  
 (1) CJOY Ltd. (2) Box 217  
 (3) (519) 824-7000 (4,5) W.O.  
 Slatter (6) VP & GM, F.T.  
 Metcalf (7) Clifford Muir  
 (9) Gordon Field (10) T. Spearin  
 (12,13) Norman Jary (15) Mrs.  
 M. Kane (16) Gord Field  
 (17) Mrs. Marg Gross (18) Glen  
 Harbison (19) Robert Nagyobb  
 (20-24) All-Canada (25) MOR  
 (26) 1948 (27) BN

**CHAM, HAMILTON**

10,000 watts on 1280 kcs.  
 (1) Rogers Broadcasting  
 (2) 105 Main St.E., Ham. 20  
 (3) (416) 528-0181 (4) E.S.

Rogers (5) Norman S. Marshall  
 (7) Michael Mezo (8) John  
 Marrow (9) Norm Marshall  
 (12) Earle Bradford (13) Norm  
 Marshall (15) Mrs. Ilga Breikis  
 (16) Ian Byers (17) Mrs. June  
 Archer (18) John Marrow  
 (19) Denis Cox (20-23) Hardy  
 Radio & TV (24) Devney  
 (25) Contemp. (26) 1967  
 (27) ABC, Mutual, BN Voice,  
 Rogers Radio Network

**CHML, HAMILTON**

5,000 watts on 900 kcs.  
 (1) Maple Leaf Broadcasting  
 Co. Ltd. (2) 848 Main St.E.,  
 Ham. 22 (3) (416) 549-2411  
 (4) T.E. 'Tom' Darling (5) W.E.  
 'Bill' Hall (7) R.J. 'Dick' Drew  
 (8) R.J. 'Bob' Hooper (11) Gord  
 Picknell (12) Don Johnston  
 (13) Perc Allen (15) Miss  
 Agnes Anderson (16) Michael  
 Thompson (17) Miss Gail  
 Kudrinski (19) Ed Victor  
 (20,21) SBS (22,23) Western  
 Broadcast (24) Canadian  
 Standard (25) MOR (26) 1927  
 (27) BN, CP, SBN, NBC

**CKOC, HAMILTON**

10,000 watts on 1150 kcs.  
 (1) Wentworth Broadcasting Co.  
 Ltd. (2) PO Box 880 (3) (416)  
 545-5885 TLX 021-660  
 (4) Michael C. Sifton (5) Ron  
 A. Lamborn (8) Gary Summers  
 (11) Nevin Grant (12) Maurice  
 Stazyk (13) Gary Summers  
 (16) Lyn Cooper (17) Miss Terri  
 Smith (19) Leslie Horton  
 (20-24) All-Canada  
 (25) Contemp., talk  
 (26) 1922 (27) BN Wire & Voice

**CKAR, HUNTSVILLE**

1,000 watts on 630 kcs.  
 (1) Muskoka-Parry Sound  
 Broadcasting Ltd. (2) Box 820  
 (3) (705) 789-4461 - 64  
 (4) G.N. Mackenzie (5) Garth  
 Thomas (7) Hugh Mackenzie  
 (8,9) Rick Jason (10,11) Brian  
 Thompson (12) Douglas  
 MacIntosh (13) Garth Thomas  
 (16) Rick Jason (17) Mrs.  
 Roberta Bullen (19) Don Smith  
 (20) Paul Mulvihill (25) MOR  
 (26) 1958

**CKAP, KAPUSKASING**

1,000 watts on 580 kcs.  
 (1) Kapuskasing Broadcasting  
 Co. Ltd. (2) 24 Byng (3) (705)  
 335-2379 (4) Miro Spacek  
 (5,7) Robert Robinson  
 (8) Wm. Robertson  
 (11) Miss Wilma Heggart  
 (12,13) Bev Walpole  
 (15) Mrs. Wilma Heggart  
 (17) Mrs. Joyce Lamontagne  
 (19) Orvin Wilcox (20,21) Lorrie  
 Potts (25) Easy listening, C&W  
 & Pop (26) 1965 (27) BN

**CFRC, KINGSTON**

100 watts on 1490 kcs.  
 (1,2) Queen's University  
 (3) (613) 546-3871, ext 3313  
 (5) Andrew K. Marshall  
 (6-18) students (19) Prof. H.H.  
 Stewart (25) Variety (27) 1922

**CKLC, KINGSTON**

10,000 watts on 1380 kcs.  
 (1) St. Lawrence Broadcasting  
 Co. Ltd. (2) PO Box 1030, 99  
 Brock St. (3) (613) 544-1380  
 (4,5) T.D. French (6) C. John  
 Bermingham (7) John F. French  
 (8,9) C. John Bermingham  
 (10,11) Gary Parr (12) Con  
 Stevenson (13) Ross Wotten  
 (15) Miss Donna Jordan  
 (17) Miss Joan Moreland

(18) Larry Brazil (19) Albert  
 Aufteger (20,21) Radio House  
 (22) Hardy Radio & TV  
 (24) Weed (25) MOR, Open line,  
 Contemp. pop (26) 1953  
 (27) BN, SBN, NBC.

**CKWS, KINGSTON**

10,000 watts (5000 night) on  
 960 kcs.  
 (1) Frontenac Broadcasting Co.  
 Ltd. (2) 170 Queen St.(3) (613)  
 544-2340 TLX 026-256 (4) Arthur  
 L. Davies (5) Allan Brooks  
 (7) Leo Clark (8,9) Carl Cogan  
 (10,11) Joey Cannon (12) Floyd  
 Patterson (13) Max Jackson  
 (14) Joey Cannon (15) Miss  
 Brenda Orr (16) Mrs. Christy  
 Ryckman (17) Miss Diane  
 Noble (18) Dave Travers  
 (19) Gord Backus (20,21) SBS  
 (22,23) Western Broadcast  
 (24) All-Canada (25) MOR  
 (26) 1942 (27) CBC, BN, BN  
 Voice

**CJKL, KIRKLAND LAKE****CJTT, NEW LISKEARD**

CJKL, 5000 watts on 560 kcs.  
 CJTT, 1000 watts on 1230 kcs.  
 (1) Kirkland Lake Broadcasting  
 Ltd. (2) P.O. Box 430 (3) (705)  
 567-3366 (4) S.F. Chapman  
 (5) W. King (6,7) R. Mantha  
 (9) R. Smith (10,12,13) Bill  
 Cody (17) Miss J. Robertson  
 (19) Ron Weller (20,21) SBS  
 (22,23) Western Broadcast  
 (24) All-Canada (25) MOR  
 (26) 1934 (27) BN

**CHYM, KITCHENER**

10,000 watts on 1490 kcs.  
 (1) Greatlakes Broadcasting  
 (2) 305 King St. W. (3) (519)  
 743-2611 (4) D.G. Campbell  
 (5) John Larke (6) Keith Sterling  
 (7) John Larke (8-10) Vern  
 Rombough (11) Mrs. Molly  
 Zakrzewski (12) Barry Pauley  
 (13) Donald Cameron (16) Mac  
 Lindsay (17) Jenny Laverty  
 (18) Bob Coleman (19) William  
 Graham (20,21) Paul Mulvihill  
 (22,23) Stephens & Towndrow  
 (24) Devney (25) MOR (26) 1924  
 (27) CP, BN

**CKKW, KITCHENER**

1,000 watts on 1320 kcs.  
 (1) Central Ontario Television  
 Ltd. (2) 864 King St.W.  
 (3) (519) 744-7331. Toronto,  
 (416) 366-0852 TLX 029-5432  
 (4) C.A. Pollock (5) W.D.  
 McGregor (7) W.T. Valentine  
 (8) John DeLazzer (9) Dan  
 Fisher (11) Grant Hoffman  
 (12) Gary McLaren (13) Reg Sellner  
 (16) Don Willcox (17) Mrs.  
 Linda Wharton (18) Jim Smith  
 (19) Paul Turchan (20-24) All-  
 Canada (25) MOR (26) 1959  
 (27) BN, CP

**CHYR, LEAMINGTON**

10,000 watts on 710 kcs.

**CHIR, LEAMINGTON**

250 watts on 730 kcs.  
 (1) Sun Parlor Broadcasters Ltd.  
 (2) PO Box 70, 23 Erie St.N.  
 (3) (519) 326-6171. Windsor,  
 (519) 776-7303 (4) E.S. Rogers  
 (5) John C. Garton (6) Lou F.  
 Tomasi (7) Bill Gay (8,9) Lou  
 Tomasi (10) Craig Cole  
 (11) Lou Tomasi (12,13) Tom  
 Charles (14) R. Lee Martin  
 (15) Mrs. Jo-Anne Fillimore  
 (16) Lou Tomasi (17) Mrs. Effie  
 Roach (19) Ted Cribbie  
 (20-23) Group One Radio  
 (24) Canadian Standard  
 (25) Contemp. (26) 1955  
 (27) BN, CP, ABC

**CKLY, LINDSAY**

1,000 watts on 910 kcs.  
 (1) Greg May Broadcasting Ltd.  
 (2) 249 Kent St.W.  
 (4,5) J.A. McNabb  
 (7) district, Jim Bagshaw.  
 local, Walter Feschuk  
 (8-10) Peter Jennings (11) John  
 Palmer (12) Don Errey  
 (13) Jim Thompson (14) Don  
 Errey (15) Lenore Deaville  
 (16) Rod Lahay (17) Mrs. Jean  
 Bain (19) Bob Eakin  
 (20-22) Hardy Radio & TV  
 (25) MOR, C&W, Top 40  
 (26) 1955 (27) CP, BN

**CFPL, LONDON**

10,000 watts on 980 kcs.  
 (1) CFPL Broadcasting Ltd.  
 (2) Box 2580 (3) (519) 438-8391  
 TLX 024-7210 (4) M.T. Brown  
 (5) C.N. 'Bud' Knight  
 (7) K.G. Smith (9) G.A. Bingle  
 (11) William Murray (12) Hugh  
 Bremner (13) Pete James  
 (14) Roy Jewell (16) Geoff  
 Bingle (17) Jack Ilman  
 (18) Keith Roberts (19) Glen  
 Robitaille (20,21) Major Market  
 (24) Weed (25) easy listening  
 (26) 1922 (27) CP, CBC, AP

**CJOE, LONDON**

10,000 watts on 1290 kcs.  
 (1) Middlesex Broadcasters Ltd.  
 (2) Hotel London (3) (519)  
 433-6111 (4,5) H.J. McManus  
 (9) Ron Roberts (12) Brian D.  
 Thomas (13) Doug Whaley  
 (17) Miss Jan Peterson  
 (18) Steve Simpson (19) Jeff  
 Guy (20,21) Paul Mulvihill  
 (22) Broadcast Reps  
 (23) Stephens & Towndrow  
 (24) Don Cooke (25) MOR  
 (26) 1967 (27) BN

**CKSL, LONDON**

10,000 watts on 1410 kcs.  
 (1) London Broadcasters Ltd.  
 (2) 343 Richmond St., Lon. 12  
 or PO Box 2172 (3) (519)  
 432-4181. Toronto, (416) 368-  
 7200 (4) F. Vincent Regan  
 (5) John A. Funston (7) natl.,  
 R.A. 'Bob' Leslie. local, Ray S.  
 Correll (9) Don M. Nairn  
 (12,13) Tom R. Dalby  
 (17) Miss Grace Howald  
 (18) Wayne H. Moore (19) Wm.E.  
 'Bill' Post (20,21) SBS  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) Easy listening, C&W  
 (26) 1956 (27) ABC

**CKMP, MIDLAND**

1000 watts on 1230 kcs.  
 (1) Midland-Penetang  
 Broadcasting Ltd. (2) 196  
 Dominion Ave. (3) (705)  
 526-2268 (4,5) R.B. Armstrong  
 (7) Alex Gilmour  
 (8) Bob Tabor (12) Jas.  
 Armstrong (13) Tom Shields  
 (14) Ken Rowland (15) Mrs.  
 Nancy Jensen (16) Bob Tabor  
 (17) Mrs. Emma Armstrong  
 (20) Paul Mulvihill  
 (25) MOR (26) 1959 (27) BN

**CJRN, NIAGARA FALLS**

10,000 watts on 1600 kcs.  
 (1) Radio Niagara Ltd. (2) Box  
 1600 (3) (416) 358-7151  
 (4,5) James E. O'Brien  
 (8) Larry Costello (11) Mrs.  
 Lorraine Griffin (13) Joe  
 Crysdale (16) Paul Smith  
 (17) Mrs. Alma Miles (19) Gary  
 Hooper (20,21) SBS  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) MOR (26) 1964 (27) ABC

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

Tld. (2) 360 King St. W.  
 (3) (416) 723-3415 (4,5) Gordon  
 G. Garrison (6) VP & GM, W.C.  
 Marchand (7) Mrs. J. Walters  
 (8) Al Fisher (9) Ross Campbell  
 (11) Barry Sarazin (12) Ross  
 Gibson (13) Jim Bishop  
 (16) Randy Dewell  
 (17) Mrs. S. Snyder (19) W.C.  
 Marchand (20,21) Lorrie Potts  
 (22) Broadcast Reps  
 (23) Radio-TV Reps (24) Devney  
 (25) MOR, Rock (26) 1946  
 (27) BN

**CBO, OTTAWA**

5,000 watts on 910 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 3220,  
 Station C (5) J.J. Dunn  
 (26) 1924

**CBOF, OTTAWA**

10,000 watts on 1250 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) C.P. 3220,  
 Succursale C (5) J.J. Dunn  
 (26) 1964

**CFRA, OTTAWA**

50,000 watts on 580 kcs.  
 (1) Radio Station CFRA Ltd.  
 (2) 150 Isabella, Ott. 1  
 (3) (613) 233-6241 (4) Allan  
 Waters (5) Terry Kielty  
 (7) George Gowling (8,9) Alden  
 Diehl (11) Ken Grant  
 (12,13) Ernie Calcult  
 (14) Lowell Green (15) Mrs. F.  
 Ryan (16) Larry Taylor  
 (17) Mrs. Monica Forget  
 (18) Jim Tugwell (19) George  
 Roach (20,21) Major Market  
 (22) A.J. Messner (23) Major  
 Market (24) Devney  
 (25) Contemp. MOR, Sports,  
 Open line (26) 1947 (27) Can.  
 Contemp. News System

**CJRC, OTTAWA**

10,000 watts on 1150 kcs.  
 (1) CJRC Radio Capitale Ltée.  
 (2) 78 Sparks St., Ott. 4  
 (3) (613) 237-7100 (4) Marcel  
 Joyal (5) D.A. Bazinet  
 (7) Raymond Dompierre  
 (9) Laval Provencher (12) Alain  
 Dexter (13) Guy Lecavalier  
 (17) Miss Bernadette Boutet  
 (19) Claude Buron  
 (20,21,23) Stephens &  
 Towndrow (24) Devney  
 (25) MOR (26) 1968 (27) CBS

**CKOY, OTTAWA**

50,000 watts on 1310 kcs.  
 (1) CKOY Ltd. (2) 635 Richmond  
 Rd., Ott. 3 (3) (613) 722-6501  
 (4) Gordon Henderson (5) Jack  
 Daly (7) Jack Turrall  
 (9) William Lee (11) Mrs. Joann  
 Vaughan (12) Hal Anthony  
 (13) Marc Charlebois (15) Miss  
 Ann Hammell (16) Bill Inglis  
 (17) Ray Greenspon (18) Bob  
 Juneau (19) Ken Puttock  
 (20,21) SBS (22,23) Western  
 Broadcast (24) Canadian  
 Standard (25) MOR (26) 1947  
 (27) BN, BUP Westinghouse

**CKPM, OTTAWA**

10,000 watts on 1440 kcs.  
 (1) Confederation Broadcasting  
 (Ottawa) Ltd. (2) 140 Wellington  
 St., Ott. 4 (3) (613) 237-0125  
 (4,5) James A. 'Bill' Stewart  
 (8) Gary Page (9) J.A. Stewart  
 (11) Steve Overall (12) Rick  
 Marton (13) Stu Kenney  
 (16) Don Collins (17) Mrs. Jean  
 Beach (18) Doug McKay  
 (19) Russell Jenkins  
 (20-24) All-Canada  
 (25) Contemp., Prog. rock  
 (26) 1964 (27) BN

**CFOS, OWEN SOUND**

1000 watts on 560 kcs.  
 (1) Grey and Bruce Broadcasting  
 Co. Ltd. (2) 270 Ninth St.E.  
 (3) (519) 376-2030 (4) C.J.  
 McTavish (5) W.N. Hawkins  
 (7) R. Tomlinson (9) S. Latham  
 (10) Frank Taylor (11) Mrs. P.  
 Bowerman (12) Ross Kentner  
 (13) Tom Gorman (14) Ross  
 Kentner (15,16) Mrs. R.  
 Hutchison (17) Mrs. G.  
 Marshall (19) W. Vallins  
 (20,21) Lorrie Potts (22,  
 23) Major Market  
 (24) Canadian Standard  
 (25) MOR, C&W, Top 40,  
 remotes, interviews. (26) 1940  
 (27) BN

**CKAR-1, PARRY SOUND**

250 watts on 1340 kcs.  
 (1) Muskoka-Parry Sound  
 Broadcasting Ltd. (2) 28  
 William St. (3) (705) 746-2163,  
 2164 (4) G.N. Mackenzie  
 (5) Garth Thomas (7) Hugh  
 Mackenzie (8,9) Rick Jason  
 (10) Joe Kerry (12) Douglas  
 MacIntosh (13) Garth Thomas  
 (15) Judith Congdon (16) Rick  
 Jason (17) Mrs. Roberta Bullen  
 (19) Don Smith (20) Paul  
 Mulvihill (25) MOR (26) 1961

**CHOV, PEMBROKE**

1000 watts on 1350 kcs.  
 (1) Ottawa Valley Broadcasting  
 Co. Ltd. (2) 319 Pembroke St.E.  
 (3) (613) 735-6807 (4) E.G.  
 Archibald (5) Bill Kay (7) Barrie  
 Sutherland (9) Pat Leonard  
 (10) Dennis West (11) Mrs.  
 Linda Nixon (12) Earl Price  
 (13) Bill Kay (14) Harvey  
 Fraser (16) Miss Wendy  
 Cameron (17) Miss Florence  
 Brumm (18) Murray Mathieson  
 (19) Ed Schmidt (20,21) Paul  
 Mulvihill (24) Canadian  
 Standard (25) C&W, MOR, Teen  
 (26) 1942 (27) BN

**CHEX, PETERBOROUGH**

10,000 watts (5000 night) on  
 980 kcs. (1) Kawartha  
 Broadcasting (2) Box 659  
 (3) (705) 742-7708 TLX 029-810  
 (4) Robertson Davies  
 (5) Walter Rewegan (7) Babe  
 Fontaine (9) Don O'Neil  
 (10) Sean Eyre (12) Morley  
 Overholt (13) John Danko  
 (16) Mrs. Valerie Knapp  
 (17) Miss Margaret Martin  
 (19) B. Crump (20,21) SBS  
 (22,23) Western Broadcast  
 (24) All-Canada (N.Y. & Chi.)  
 (25) MOR, C&W, Rock  
 (26) 1942 (27) BN

**CKPT, PETERBOROUGH**

5000 watts on 1420 kcs.  
 (1) Peterborough Broadcasting  
 Co. (2) 131 Charlotte St.  
 (3) (705) 742-8844 (4) Ralph T.  
 Snelgrove (5,7) John J. Manol  
 (8,9,11) Ken Cassavoy  
 (12) David Magee (13,16) Peter  
 Bennett (17) Mrs. Nora Boon  
 (19) Dick Alberts (20,21) Paul  
 Mulvihill (24) Devney  
 (25) MOR, TOP 40 (26) 1959  
 (27) BN, Can. Contemp. News  
 System

**CFPA, PORT ARTHUR**

1000 watts on 1230 kcs.  
 (1) Ralph H. Parker Ltd.  
 (2) PO Box 747 (3) (807)  
 344-2404 (4,5) Ralph Parker  
 (7) Terry Muir (8-10) Ron Jay  
 (15) Mrs. Connie Todd  
 (17) Mrs. Doreen Schmidt  
 (20,21) Paul Mulvihill  
 (22,23) All-Canada (24) Weed  
 (25) MOR (26) 1944 (27) BN,  
 CBC

**CKPR, PORT ARTHUR**

5000 watts (1000 night) on  
 580 kcs.  
 (1) H.F. Dougall Co. Ltd.  
 (2) 87 N. Hill St. (3) (807)  
 344-3526 TLX 033-221  
 (4) H. Fraser Dougall (5) G.D.  
 Jeffrey (7) natl., G.D. Jeffrey,  
 retail, Stan Wojcik (8) Ray Dee  
 (9) Fred King (10) Dave Carter  
 (11) Fred King (12) Rick Smith  
 (13) Peter Young (14) Rick  
 Smith (15) Miss Reita Littleford  
 (16) G.D. Jeffrey (17) Miss  
 Dorothy Hopkins (19) Gerhard  
 Buetow (20,21) Major Market  
 (22) Stovin-Byles (23) James  
 Advertising (24) Canadian  
 Standard (25) Contemp., Top 40  
 (26) 1930 (27) BN

**CHSC, ST. CATHARINES**

1000 watts on 1220 kcs.  
 (1) Radio Station CHSC Ltd.  
 (2) 36 Queenston St. (3) (416)  
 682-6691 (4) R.E. Redmond  
 (5) W.V. Stoeckel  
 (6,7) M.F. Hanson (8) Ronn  
 Grimster (9) F.R. Kirton  
 (10) Ronn Grimster (11) Loralee  
 Elliotson (12) Jim Marino  
 (13) Breen Murray (14) Ted  
 Romeyn (15) Mrs. Helen  
 Levchuk (16) Ivan Doney  
 (17) Jocelyn Smith (18) Glen  
 Tataric (19) Roland Brundle  
 (20,21) Paul Mulvihill  
 (22,23) Radio-TV Reps  
 (24) Devney (25) MOR  
 (26) 1967 (27) BN

**CKTB, ST. CATHARINES**

10,000 watts (5000 night) on  
 610 kcs.  
 (1) The Niagara District  
 Broadcasting Co. Ltd.  
 (2) Box 610 (3) (416) 684-1174  
 (4) W.B.C. Burgoyne (5) Miss  
 Mary C. Burgoyne (7) Denny  
 Crothers (8) Bob Johnston  
 (9) Jack Dawson (10) John  
 Larocque (11) Gord Butler  
 (12) Al Van Alstine (13) Bill  
 Bird (14) Phil Vierra (15,  
 16) Mrs. Jean Stanway  
 (17) Mrs. Marion Mosher  
 (19) Larry Holleran  
 (20,21) SBS (22,23) Western  
 Broadcast (24) Canadian  
 Standard (25) MOR (26) 1930  
 (27) BN, BN Voice

**CHLO, ST. THOMAS**

1000 watts on 680 kcs.  
 (1) Souwesto Broadcasters Ltd.  
 (2) 133 Curtis St. (3) (519)  
 631-3910 London, 432-2286  
 (4,5) John L. Moore (7) Frank  
 M. Hurley (9) Paul Ski  
 (12-14) Douglas Hinz  
 (16) Frank Hurlley (17) Mrs.  
 Thelma VanKoughnet  
 (19) E.J. 'Gene' Hinz  
 (20,21) Radio & TV Sales  
 (24) Weed (25) Contemp.,  
 ltd. ethnic & religion  
 (27) 1948 (27) BN

**CHOK, SARNIA**

10,000 watts on 1070 kcs.  
 (1) Sarnia Broadcasting (1964)  
 Ltd. (2) 148½ N. Front St.  
 (3) (519) 344-1121 (4) Wm. A.  
 MacKenzie (5) Karl E. Monk  
 (6) stn mgr, Arthur H.J.  
 O'Hagan (7) operations mgr,  
 Gene McLaughlin (8) sales mgr,  
 Len Evans (9) Frank McBride  
 (10) Bruce Love (11) Mrs. Zelda  
 Warner (12) Ian Dunlap  
 (13) Mike Ancombe (14) Ian  
 Dunlap (15) Mrs. Diane Smith  
 (16) Mike Ancombe (17) Miss  
 Edna King (18) Stephen Down  
 (19) Bob Cooke (20,21) Paul  
 Mulvihill (22) Broadcast Reps  
 (23) Radio-TV Reps (24) Don  
 Cooke (25) MOR, Contemp.  
 (26) 1946 (27) BN Voice, CBC

**CFCH, NORTH BAY**

10,000 watts on 600 kcs.  
 (1) Northern Broadcasting Ltd.  
 (2) Box 1000 (3) (705) 752-3000  
 (4) Mrs. P. Campbell (5) Reg  
 Carne (7) Bryan Manson  
 (8) Pete Handley (9) Bruce  
 Ruggles (10) Pete Handley  
 (12) Norris Whitfield (16) Dave  
 Shulman (17) Miss Gail Duffy  
 (19) Larry Cameron  
 (20,21) SBS (22,23) Western  
 Broadcast (24) All-Canada  
 (25) MOR, Variety (26) 1931  
 (27) BN

**CHWO, OAKVILLE**

1000 watts day (500 night) on  
 1250 kcs.  
 (1) CHWO Radio Ltd. (2) 490  
 Wycroft Rd. (3) (416) 923-6814  
 & 845-2821 (4,5) Mrs. Jean E.  
 Caine (6) Mrs. Jean W. Cannon  
 (7) Victor Tipple (9) Mrs. Kai  
 Parker (10) Barry Morden  
 (11) David Sinclair (12) Norman  
 Hickey (17) Mrs. Kai Parker  
 (19) Alex Velleman (20,21) Radio  
 & TV Sales (22) Broadcast Reps  
 (23) Radio-TV Reps (25) MOR  
 (26) 1956 (27) BN

**CFOR, ORILLIA**

10,000 watts (1000 night) on  
 1570 kcs.  
 (1) Orillia Broadcasting Ltd.  
 (2) 241 West St.N. (3) (705)  
 326-3511 (4) G. Norris  
 Mackenzie (5) Sherman D. Fysh  
 (6) Don MacMillan (7) local,  
 Frank Church, natl., Sherman  
 Fysh (9) Bob Bowland  
 (10,11) Arnis Peterson  
 (12) Bob Haleit (13) Barry  
 Norman (14) Don MacMillan  
 (17) Mrs. Marie Sowden  
 (18) Paul McKnight (19) Len  
 Morris (20,21) Paul Mulvihill  
 (24) Canadian Standard  
 (25) MOR (26) 1945 (27) BN

**CKLB, OSHAWA**

10,000 watts (5000 night) on  
 1350 kcs.  
 (1) Lakeland Broadcasting Co.



**CKJD, SARNIA**

1000 watts on 1250 kcs.  
 (1) Dancy Broadcasting Ltd.  
 (2) 546 N. Christina St.  
 (3) (519) 336-1250 (4,5) Keith J. Dancy (8) R. Gibbons  
 (9) C. Camroux (12,13) Tom Young (15) Mrs. Claire Richardson (17) Miss Janet Lindsay (19) Brian Hooper (20-24) All-Canada (25) MOR (26) 1968 (27) BN

**CJIC, SAULT STE. MARIE**

10,000 watts on 1050 kcs.  
 (1) Hyland Radio-TV Ltd.  
 (2) Box 370 (3) (705) 253-1121 TLX 027-7716 (4) Mrs. J.G. Hyland. Gen. mgr., R.H. Ramsay (5) Paul F. Fockler (6) George Jonescu (7) Paul F. Fockler (8) Jack Thompson (8) George Jonescu (10) John Rhodes (11) Lou Barnes (12) Karl Sepkowski (13) John Rhodes (14) Don Ramsay (15) Grace Pitt (16) Bill Giguere (17) Mrs. Barbara Griffin (18) Joe Spina (19) Tarz Mascardelli (20-24) All-Canada (25) MOR (26) 1934 (27) CP

**CKCY, SAULT STE. MARIE**

10,000 watts on 920 kcs.  
 (1) Algonquin Radio & TV Co. Ltd. (2) PO Box 920 (3) (705) 254-7111 (4,5) C.P. Greco (6,7) H. Wolfe (8) M. Lacosse (9) J.H. Meadows (10) Bert Cullen (11) J.H. Meadows (12) R.L. Hilderley (13) H. Wolfe (14) J.H. Meadows (15) Gwyn Mallory (16) Mrs. Joanne Farkas (17) W. Barrow (18) J. Fallding (19) R.G. Rylatt (20,21) Lorraine Potts (22) A.J. Messner (24) Weed (25) MOR, Teen (26) 1955 (27) BN

**CFRS, SIMCOE**

250 watts on 1560 kcs.  
 (1) Simcoe Broadcasting Co.  
 (2) Box 98 (3) (519) 426-7700 TWX 610-377-3625 (4,5) T.M. Fielder (7) Mrs. J. Vivian (8) T.M. Fielder (10,11) Doug Cameron (12) Mrs. V. Trickett (13) David Smith (14) R. Watmough (15) Mrs. Bette Barber (16) Mrs. B. Mauthe (17) Mrs. L. Partridge (19) R. Watmough (20,21) Radio & TV Sales (26) 1956 (27) BN

**CJET, SMITHS FALLS**

10,000 watts on 630 kcs.  
 (1) Rideau Broadcasting Ltd.  
 (2) PO Box 630 (3) (613) 283-4630 (4,5) J.W. Pollie (6) Hal Botham (7) Joe Cashion (9) Gary Stevens (12,13) Dave Qulnn (17) Mrs. Elaine Closs (19) Roger Easton (20,21) Paul Mulvihill (22) A.J. Messner (23) Radio-TV Reps (25) MOR, C&W, Rock (26) 1955 (26) BN, CBC

**CJCS, STRATFORD**

500 watts (250 night) on 1240 kcs.  
 (1) CJCS Ltd. (2) 125 Ontario Street (3) (519) 271-2450 (4) G.N. Mackenzie (5,7) Stan E. Tapley (9,10) Lorne McClelland (12) Hal Vincent (13) Robert Smith (14) Hal Vincent (17) Mrs. Elaine Scott (19) John Grigg (20-23) Radio-TV Reps (24) All-Canada (25) MOR, C & W (26) 1936 (27) BN

**CFBR, SUDBURY**

1000 watts on 550 kcs.  
 (1) Sudbury Broadcasting Co.  
 (2) Box 700 (3) (705) 674-6401 (4) F.B. Ricard (5,7) René Riel (8) Robert Perreault (12) Rosaire Cauchon (16) Michel Bujold (17) Miss Ida Chrétien (19) Henry Albert (20,21) Lorrie Potts (22) A.J. Messner (24) Weed (25) Popular (26) 1957 (27) BN

**CHNO, SUDBURY**

10,000 watts (1000 night) on 900 kcs.  
 (1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401 (4) F.B. Ricard (5,7) Peter Scott (8) Dan Chevette (9) Chuck O'Shay (11) Dan Chevette (12) Mrs. Mary Moffat (15) Mrs. Judy Erola (16) Chuck O'Shay (17) Mrs. Mirna Stiles (19) Henry Albert (20,21) Lorrie Potts (22) A.J. Messner (24) Weed (26) 1946 (27) BN

**CKSO, SUDBURY**

10,000 watts (5000 night) on 790 kcs.  
 (1) Cambrian Broadcasting Ltd.  
 (2) Box 400 (3) (705) 674-0711 TLX 027-884 (4) W.B. Plaunt (5) VP & GM, Ralph Connor (6) George Lund (8) G. Michael Cranston (9) Tom Pace (11) G. Michael Cranston (12) Bill Smith (13) Eric Webb (17) Mrs. Eileen Forbom (19) Ken Houzer (20-24) All-Canada (25) Contemp., MOR (26) 1935 (27) BN

**CKOT, TILLSONBURG**

1000 watts on 1510 kcs.  
 (1) Tillsonburg Broadcasting Co. Ltd. (2) PO Box 10 (3) (519) 842-4281 (4,5) John Lamers Sr. (6,7) John D. Lamers, Jr. (8) Dick Bourdeau (12,13) Paul Bourrie (14) Dick Bourdeau (15) Mrs. Thelma Hyatt (16) John D. Lamers Jr. (17) George D'Ambrose (19) Robert Lamers (20, 21) Group One Radio (22) Broadcast Reps (23) Group One Radio (25) MOR (26) 1955

**CFCL, TIMMINS**

10,000 watts on 620 kcs.  
 CFLH, HEARST  
 100 watts on 1340 kcs.  
 CFLK, KAPUSKASING  
 100 watts on 1230 kcs.  
 (1) J. Conrad Lavigne Enterprises (2) Box 620, Timmins (3) (705) 264-4211 TLX 027-6177 (4) J. Conrad Lavigne (5) Pierre Stein (6) Gerald Lefebvre (7) Pierre Stein (8) Jacques Lamothe (9-11) Gerald Lefebvre (12) Marcel Gagnon (13) Lou Thibeault (14) Marcel Gagnon (15) Lise Côté (16) Jacques Lamothe (17) Mlle Juliette Delguidice (18) Georges Oblin (19) Bill McDougall (20,21) Paul Mulvihill (22) A.J. Messner (23) Stephens & Towndrow (24) Weed (25) MOR (26) 1952 (27) BN

**CKGB, TIMMINS**

10,000 watts on 680 kcs.  
 (1) Timmins Broadcasting Ltd.  
 (2) PO Box 1046 (3) (705) 264-2351 (4) K.R. Thomson (5) Gerry Hall (6,7) Art Mousley (8) Dan Kelly (10,11) Nick Harris (12) Peter Boulden (13) Mike Doody (15) Mrs. Anne Brillinger (16) Dan Kelly

(17) Mrs. Mary Didone  
 (18) Jim Jolley (19) Wm. Andrews (20,21) SBS Regional (22,23) Western Broadcast (24) All-Canada (25) MOR (26) 1933 (27) BN

**CBL, TORONTO**

50,000 watts on 740 kcs.  
 (1) Canadian Broadcasting Corp (2) P.O. Box 500, Terminal A (5) Jack Craine (26) 1927

**CFGM, TORONTO-RICHMOND HILL**

10,000 watts on 1310 kcs.  
 (1) CFGM Broadcasting Ltd.  
 (2) 50 Yonge St., R. Hill (3) (416) 889-4915 (4) John O. Graham, VP, Stewart H. Cofxford (5) J.D. Wright (9) John Hart (12) Ken Foss (17) Mrs. Karen Davis (19) Brian Sawyer (20,21) Radio House (22) A.J. Messner (23) Stovin-Byles TV (24) Don Cooke (26) 1957

**CFRB, TORONTO**

50,000 watts on 1010 kcs.  
 (1) CFRB Ltd. (2) 2 St. Clair Ave.W., Tor. 7 (3) (416) 924-5711 (4) W.C. Thornton Cran (5) Donald H. Hartford (6) Jack Dawson (7) W.J. Shubat (8) Earl Dunn (9) Don Insley (11) Arthur Collins (12) Arthur Cole (13) Bill Stephenson (15) Mrs. Betty Kennedy (16) Gerry Maccabe (17) Mrs. Brenda Robinson (18) Don McEachern (19) Clive Eastwood (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) MOR (26) 1927 (27) NBC

**CHFI, TORONTO**

10,000 watts night, 2500 day on 680 kcs.  
 (1) Rogers Broadcasting Ltd. (2) 13 Adelaide St.E., Tor 1 (3) (416) 362-1441 (4) E.S. Rogers (5) Vaughn Bjerre (7) Harry McIntyre (8) Roly Koster (9) Gerry Bascombe (11) David Amer (12) Ray Erickson (16) Mrs. Edna Hall (17) Mrs. Darlene Harrop (19) Ron Turnpenny (20-24) All-Canada (25) Contemp. (26) 1962 (27) ABC, Mutual

**CHIN, TORONTO**

50,000 watts on 1,540 kcs.  
 (1) Radio 1540 Ltd., (2) 637 College St., Tor. 4 (3) (416) 531-9991 (4,5) Johnny Lombardi (6) Gus Saccucci (7) Doug Fraser (8) Fred Snider (9) Don Percy (10) Nico Navarra (11) Peter Nordheimer (12) Joe Forster (13) Don Percy (14) Tino Baxa (15) Josephine Bendia (17) Miss Rubina Ignacio (18) Casimir Hayden (19) Garth Quinlan (20-23) Radio-TV Reps (24) Gil-Perna Inc. (25) International, Ethnic (26) 1966 (27) BN, UPI

**CHUM, TORONTO**

50,000 watts on 1050 kcs.  
 (1) CHUM Ltd. (2) 1331 Yonge St., Tor. 7 (3) (416) 925-6666 (4,5) Allan F. Waters (7) J.W. Armstrong (9) Larry Solway (11) J. Robert Wood (12) Robert MacBain (16) Mrs. Lyn Rice (17) Miss Eileen Taylor (18) Doug Thompson

(19) George Jones (20,21, 23) Major Market (24) Devney (25) Popular (26) 1947 (27) ABC, CP

**CJBC, TORONTO**

50,000 watts on 860 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 500, Terminal A (5) Jack Craine (26) 1924

**CKEY, TORONTO**

10,000 watts on 590 kcs.  
 (1) Shoreacres Broadcasting Co. Ltd. (2) 247 Davenport Rd., Tor. 5 (3) (416) 925-3111 TLX 02-2754 (4) Donald G. Campbell (5) Douglas C. Trowell (7) Stuart C. Brandy (8) Stan Larke (9,11) Gene Kirby (12,13) Jim Hunt (15) Mrs. Lynne Gordon (16) Harvey M. Clarke (17) Miss Betty-Lou Simpson (19) William R. Onn (20,23) Stephens & Towndrow (24) Weed (25) MOR (26) 1944 (27) News Radio

**CKFH, TORONTO**

10,000 watts on 1430 kcs.  
 (1) Foster Hewitt Broadcasting Ltd. (2) 1 Grenville St., Tor. 5 (3) (416) 923-0921 (4) F.W.A. "Bill" Hewitt (5) Barry J. Nesbitt (7) Ralph J. Judge (9) Gary Palant (11) Joey Cee (12) George Wilson, Jim Ward (13) Ron Hewat (17) Eddie Guest (19) Gerald "Gerry" Wilson (20,21,23) Stephens & Towndrow (24) ABC Internat'l (25) Contemp., Top 40 (26) 1951 (27) BN News & Voice, Wire

**CJWA, WAWA**

1000 watts on 1230 kcs.  
 (1) Hyland Radio-TV Ltd.  
 (2) Wawa (4) Mrs. J.G. Hyland (5) Fred Zimmerman (6-25) same as CJIC, Sault Ste. Marie (26) 1954 (27) CP

**CHOW, WELLAND-PORT COLBORNE**

1000 watts on 1470 kcs.  
 (1) Wellport Broadcasting Ltd.  
 (2) Welland (3) (416) 732-4433 (4) Gordon W. Burnett (5) Jay Jackson (7) Russell S. Burnett (8,9) Jay Jackson (10) Jack Barr (11) Miss B. Kopinak (12) Jim Cassidy (13) Dave Scott (14) Brian Ellsworth (15) Mrs. J. Blanchard (16) Miss B. Kopinak (17) Mrs. J. Blanchard (19) R.W. Leigh (20,21) Radio House (22,23) Radio-TV Reps (24) Weed (25) MOR, Top 40 (26) 1958 (27) BN.

**CBE, WINDSOR**

10,000 watts on 1550 kcs.  
 (1) Canadian Broadcasting Corp. (2) University & Pellissier Sts. (5) K.A. Murray (26) 1934

**CKLW, WINDSOR**

50,000 watts on 800 kcs.  
 (1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W., Win. 12 (3) (519) 254-2831 TLX 024-77619 TWX, 610-362-0763 (4) S.C. Ritchie (5) R.J. Buss (7) Hal Towner (9,11) Jim O'Brien (12) Dick Smyth (13) Don Patrick (16) Jim O'Brien (17) Mrs. Margaret Marshall (19) Stewart Clark (20-23) RKO Dist. Corp. (24) RKO Radio Reps Inc. (25) Contemp. (26) 1932 (27) BN, UPI

# ONTARIO RADIO

## Continued

### CKWW, WINDSOR

500 watts on 580 kcs.  
(1) Radio Windsor (Canadian) Ltd. (2) 1150 Quellerie Ave., Win. 14 (3) (519) 252-5751  
(4) G. Stirling (5) G.M. Macdonald (7) R. Richardson (8,9) B. Jamieson  
(11) R. Burgoyne (12) S. Switzer (13) B. Jamieson  
(14) D. Brown (15) Mrs. D. Gross (16) Miss C. Dillman  
(17) Mrs. D. Gross (18) J. Allan (19) W. Dowhan (20,21, 23) Stephens & Towndrow  
(24) Devney (25) MOR  
(26) 1964 (27) BN

### CKNX, WINGHAM

10,000 watts on 920 kcs.  
(1) Radio Station CKNX Ltd.  
(2) Carling Terrace (3) (519) 357-1310 (4,5) G.W. Cruickshank (6,7) John Cruickshank  
(9) John Langridge (10) Jim Moore (11) Miss Iona Terry  
(12) John Strong (13) Crawford Douglas (14) Les Armstrong  
(17) Mrs. Lillian Stephenson  
(19) Scott Reid (20,21) Lorrie Potts (22,23) Major Market  
(24) All-Canada (25) MOR, C&W (26) 1926

### CKOX, WOODSTOCK

1000 watts (250 night) on 1340 kcs.  
(1) Oxford Broadcasting  
(2) PO Box 100 (3) (519) 537-3414 (4) G.N. MacKenzie  
(5) W.D. Hulme (8) Miss S. Parkhill (9) W.D. Hulme  
(12) R. Hooker (15) Miss B. Madren (17) Mrs. A.B. Brown  
(18) Miss S. Parkhill  
(19) D. Zufeit (20-23) Radio-TV Reps (25) Pop, C&W, Open line, farm (26) 1947 (27) BN

## FM

### CJBQ-FM, BELLEVILLE

17,400 watts on 97.1 mcs.  
(1) Quinte Broadcasting Co. Ltd. (2) PO Box 488 (3) (416) 968-5555 (4) Dr. G.A. Morton  
(5) Frank C. Murray (6,7) J.H. MacDonald (8) Lee Jourard  
(9) Frank C. Murray (10) Tom Hookings (11) Frank C. Murray  
(12) Dave Sovereign (13) Jack Devine (14) Phil Flagler  
(15) Lee Jourard (17) Mrs. G. Fliegler (18) Lee Jourard  
(19) J.B. Buchanan  
(20-23) Major Market  
(24) Canadian Standard  
(25) MOR, Classical (26) 1954  
(27) BN

### CHIC-FM, BRAMPTON

857 watts on 102.1 mcs.  
(1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 277-1090,  
451-3110 (4) Leslie A. Allen  
(5) Joseph A. Morgan  
(7) H.J. Allen Jr. (8,11) Dave Cook (12) Ernie Courtney  
(13) Dave Cook (14) Ernie Courtney (15) Miss Ruth Panter  
(17) Mrs. Helen Young  
(18) Ray Dawes (19) Paul Firminger (20,21) Group One  
Radio (23) Stovin-Byles  
(24) Don Cooke  
(25) Simulcast with AM, Semi-classical, Classical  
(26) 1960 (27) BN

### CKPC-FM, BRANTFORD

10,200 watts on 92.1 mcs.  
(1) Telephone City Broadcast

Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F.M. Buchanan  
(5) Richard Buchanan (7) Don Woodley (8) Brian Studier  
(9,11) Arnold Anderson  
(12) Gordon Cook (13) Arnold Anderson (14) John Edgar  
(15) Mrs. Kit McDermott  
(16) Jerry Godin (17) Glen Walker (18) Brian Studier  
(19) James Featherston  
(20,21) Lorrie Potts  
(22) Broadcast Reps (23) Radio-TV Reps (25) MOR (26) 1923  
(27) BN

### CJSS-FM, CORNWALL

1000 watts on 104.5 mcs.  
(1) Tri-Co Broadcasting  
(2) PO Box 969 (3) (613) 932-5180 (4,5) Paul Emard  
(8) Fred Denney (9) Dave Lafave (12) Mike Sykes  
(13) George Heath (17) Mrs. Alma Valley (19) Mahlon Clarke (20,21) All-Canada  
(25) MOR, Rock (26) 1963

### CKDS-FM, HAMILTON

200,000 watts on 95.3 mcs.  
(1) Maple Leaf Broadcasting Co. Ltd. (2) 11 Springer Ave., Ham. 22 (3) (416) 549-2453  
(4) T.E. 'Tom' Darling (5) W.E. 'Bill' Hall (7) R.J. 'Dick' Drew (9,11) Tony Luciani (12) Don Johnston (13) Perc Allen  
(15) Miss Agnes Anderson  
(16) Mike Thompson (17) Miss Patricia Jones (19) Ed Victor (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) MOR  
(26) 1964 (27) CP, BN, SBN, NBC

### CFRC-FM, KINGSTON

1270 watts on 91.9 mcs.  
(1,2) Queen's University  
(3) (613) 546-3871, ext. 3313  
(5) Andrew K. Marshall  
(6-18) students (19) Prof. H.H. Stewart (25) Varied  
(26) 1953

### CKLC-FM, KINGSTON

1000 watts on 98.3 mcs.  
(1) St. Lawrence Broadcasting Co. Ltd. (2) PO Box 1030, 99 Brock St. (3) (613) 544-1380  
(4,5) T.D. French (6) C. John Bermingham (7) John F. French  
(8) C. John Bermingham  
(10) Steve Madely (11) C. John Bermingham (12) Con Stevenson (13) Ross Wotten  
(15) Miss Donna Jordan  
(17) Miss Joan Moreland  
(18) Larry Brazil (19) Albert Aufleger (20,21) Radio House  
(22) Hardy Radio & TV  
(24) Weed (25) MOR, Pop, Classical, Show, Jazz  
(26) 1953 (27) BN, SBN, NBC

### CKWS-FM, KINGSTON

5400 watts on 96.3 mcs.  
(1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 (4) Arthur L. Davies (5) Allan Brooks  
(7) Leo Clark (8,9) Carl Cogan (10,11) Al Argue (12) Floyd Patterson (13) Max Jackson  
(15) Mrs. Margaret Cole  
(16) Mrs. Christy Ryckman  
(17) Mrs. Margaret Cole  
(18) John Hanlon (19) Gord Backus (20,21) SBS  
(22,23) Western Broadcast  
(24) All-Canada (25) MOR, Classical, Educational  
(26) 1946 (27) CBC, BN, BN Voice

### CFCA-FM, KITCHENER

100,000 watts on 105.3 mcs.  
(1) Central Ontario Television Ltd. (2) 864 King St. W.

(3) (519) 744-7331, Toronto,  
(416) 366-0852, TLX 029-5432  
(4) C. A Pollock  
(5) W.D. McGregor (7) W.T. Valentine (9) Don MacDonald  
(11) Grant Hoffman (12) Gary McLaren (13) Reg Sellner  
(16) Don Willcox (17) Mrs. Gayle Stewart (18) Jim Smith  
(19) Paul Turchan (20-24) All-Canada (25) MOR (26) 1967  
(27) BN, CP

### CHYM-FM, KITCHENER

7800 watts on 96.7 mcs.  
(1) Greatlakes Broadcasting System Ltd. (3) (305) King St.W. (3) (519) 743-2611 (4) D.G. Campbell (5) John Larke  
(6) Keith Sterling (8) Vern Rombough (11) Molly Zakrzewski (12) Barry Pauley  
(13) Don Cameron (14) Vern Rombough (16) Mac Lindsay  
(17) J. Lavery (18) Bob Coleman (19) W.R. Graham  
(20,21) Paul Mulvihill  
(22,23) Stephens & Towndrow  
(24) Devney (25) MOR Contemp. Youth (26) 1965 (27) BN

### CFPL-FM, LONDON

179,000 watts on 95.9 mcs.  
(1) CFPL Broadcasting Ltd.  
(2) Box 2580 (3) (519) 438-8391  
TLX 024-7210 (4) M.T. Brown  
(5) C.N. 'Bud' Knight  
(7) K.G. Smith (9) Dave Wilson (12) Hugh Bremner (13) Pete James  
(14) Roy Jewell (17) Jack Illman (18) Keith Roberts  
(19) Glen Robitaille  
(20,21) Major Market  
(24) Weed (25) Easy listening, Classics (26) 1948

### CKAT-FM, NORTH BAY

5860 watts on 93.7 mcs.  
(1) CKAT Broadcasters Ltd.  
(2) 108 Main E. (3) (705) 472-3693, 474-3693 (4,5) Bruce McLeod (7) Paul Davies  
(8,10) John Size (11) Reg Finnemore (12) Bruce McLeod  
(13) Rick Miller (15) Mrs. Una McLeod (17) Mrs. Olivia Dragomir (19) Guy Doncaster  
(20,21) Paul Mulvihill  
(25) MOR, Classic, Show, Folk, Jazz (26) 1967 (27) BN

### CKQS-FM, OSHAWA

50,000 watts horiz., 50,000 vert. on 94.9 mcs.  
(1) Lakeland Broadcasting Co. Ltd. (2) 360 King St.W. (3) (416) 723-3415 (4) Gordon G. Garrison (5) Vern Cavanaugh  
(7) Mrs. Jill Walters (8,9, 11) Vern Cavanaugh (12) Ross Gibson (13) Jim Bishop  
(17) Gail Sheppard (18) Susan Scheuneman (19) W.C. Marchand (20,21) Lorrie Potts  
(22) Broadcast Reps  
(23) Radio-TV Reps  
(24) Devney (25) MOR, Classic (26) 1957 (27) BN

### CBO-FM, OTTAWA

70,000 watts on 103.3 mcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
Station 'C' (5) J.J. Dunn  
(26) 1947

### CFMO-FM, OTTAWA

196,000 watts on 93.9 mcs.  
(1) Radio Station CFRA Ltd.  
(2) 150 Isabella St., Ott. 1  
(3) (613) 233-6731 (4) Allan Waters (5) Gord Atkinson  
(6) Terry Kielty (7) George Gowling (9) Gord Atkinson  
(11) Ray Eckford (12,13) Ernie Calcutt (16) Larry Taylor  
(17) Mrs. Monica Forget  
(19) George Roach  
(20,21) Major Market (22) A.J.

Messner (23) Major Market  
(24) Devney (25) Popular, variety (26) 1961 (27) Can. Contemp. News System

### CHEX-FM, PETERBOROUGH

1000 watts on 101.5 mcs.  
(1) Kawartha Broadcasting  
(2) Box 659 (3) (705) 742-7708  
TLX 029-810 (4) Robertson Davies (5) Walter Rewegan  
(7) Babe Fontaine (9) Don O'Neil (10) Dale Sproule  
(12) Morley Overholt (13) John Danko (16) Mrs. Valerie Knapp  
(17) Miss Margaret Martin  
(19) B. Crump (20,21) SBS  
(22,23) Western Broadcast  
(24) All-Canada (Chicago, N.Y.)  
(25) MOR, C&W, Rock  
(26) 1968 (27) BN

### CKPR-FM, PORT ARTHUR

48,000 watts on 94.3 mcs.  
(1) H.F. Dougall Co. Ltd.  
(2) 87 N. Hill St. (3) (807) 344-3526 TLX 033-221  
(4) H. Fraser Dougall (5) G.D. Jeffrey (7) natl., G.D. Jeffrey retail, Stan Wojcik (8,9) Bob Miller (10,11) Barry Spence  
(12) Rick Smith (13) Peter Young (14) Bob Miller (15) Miss Reita Littleford (16) G.D. Jeffrey (17) Miss Dorothy Hopkins (19) Gerhard Buetow  
(20,21) Major Market  
(22) Stovin-Byles (23) James Advertising (24) Canadian Standard (25) MOR, Classics, good music (26) 1948 (27) BN

### CHSC-FM, ST. CATHARINES

50,000 watts on 105.7 mcs.  
(1) Radio Station CHSC Ltd.  
(2) Box 1220, 36 Queenston St.  
(3) (416) 682-6691 (4) R.E. Redmond (5) W.V. Stoeckel  
(6 & 7) M.F. Hanson  
(8) Ronn Grimster  
(9) F.R. Kirton (10) Ronn Grimster (11) Loralee Elliotson (12) Jim Marino  
(13) Breen Murray (14) Ted Romeyn (15) Mrs. Helen Levchuk (16) Ivan Doney  
(17) Jocelyn Smith (18) Glen Tataric (19) Roland Brundle  
(20,21) Paul Mulvihill  
(22,23) Radio-TV Reps  
(24) Devney (25) MOR  
(26) 1967 (27) BN

### CKTB-FM, ST. CATHARINES

250 watts on 97.7 mcs.  
(1) The Niagara District Broadcasting Co. Ltd. (2) Box 610 (3) (416) 684-1174  
(4) W.B.C. Burgoyne (5) Miss Mary C. Burgoyne (7) Denny Crothers (8) Bob Johnston  
(9) Jack Dawson (10) Peter Partridge (11) Mrs. Janet Partridge (12) Al Van Alstine  
(13) Bill Bird (14) Phil Vierra  
(15,16) Mrs. Jean Stanway  
(17) Mrs. Marion Mosher  
(18) Ron Holleran (19) Larry Holleran (20,21) SBS  
(22,23) Western Broadcast  
(24) Canadian Standard  
(25) Classical, MOR (26) 1949  
(27) BN, BN Voice

### CJIC-FM, SAULT STE. MARIE

3600 watts on 100.5 mcs.  
(1) Hyland Radio-TV Ltd.  
(2) 119 East St. (3) (705) 253-1121 TLX 027-7716  
(4) Mrs. J.G. Hyland (5) R.H. Ramsay (6,7) Paul Fockler  
(8) Rod Charles (9) Geo. Jonescu (10) Rod Charles  
(12) Carl Sepkowski (13) John Rhodes (16) Bill Hollie  
(17) Mrs. Barb Griffin  
(19) Dave Irwin  
(20-24) All-Canada  
(25) MOR, Classical  
(26) 1965 (27) BN

**CKCY-FM, SAULT STE. MARIE**

6,760 watts on 104.3 mcs.  
 (1) Algonquin Radio-TV Co. Ltd. (2) PO Box 920 (3) (705) 254-7111 (4) C.P. Greco  
 (5) J.H. Meadows (7) H. Wolfe  
 (9) Dave Robertson (10) Bob Venn (11) J.H. Meadows  
 (12) R.L. Hilderley (13) H. Wolfe (15) Gwyn Mallory  
 (16) Mrs. Joanne Parkes  
 (17) W. Barrow (18) D. Bolis  
 (19) R.G. Rylatt (20,21) Lorrie Potts (22) A.J. Messner  
 (24) Weed (25) Easy listening, classic, semi-classic.  
 (26) 1964 (27) BN

**CJET-FM, SMITHS FALLS**

47,300 vertical, 47,300 horiz. on 101.1 mcs.  
 (1) Rideau Broadcasting Ltd. (2) PO Box 630 (3) (613) 283-4630 (4,5) J.W. Pollie  
 (6) Hal Botham (7) Joe Cashion  
 (9) Gary Stevens (12,13) Dave Quinn (17) Mrs. Elaine Closs  
 (19) Roger Easton (20,21) Paul Mulvihill (22) A.J. Messner  
 (23) Radio-TV Reps  
 (25) Popular, Movie, Broadway, light classical (26) 1969  
 (27) CBC

**CKSO-FM, SUDBURY**

100,000 watts on 92.7 mcs.  
 (1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 TLX 027-884  
 (4) W.B. Plaunt (5) Ralph Connor (6) George Lund (9) Tom Pace  
 (12) Bill Smith (13) Eric Webb (17) Mrs. Eileen Forbom  
 (19) Ken Houzer (20-24) All-Canada (25) Classical, good music (26) 1965

**CKOT-FM, TILLSONBURG**

1135 watts on 100.5 mcs.  
 (1) Tillsonburg Broadcasting Co. Ltd. (2) PO Box 10  
 (3) (519) 842-4281 (4,5) John Lamers Sr. (6,7) John D. Lamers Jr. (8) Dick Bourdeau (12,13) Paul Bourrie (14) Dick Bourdeau (15) Mrs. Thelma Hyatt (16) John D. Lamers Jr. (17) George D'Ambrose  
 (19) Robert Lamers (20,21) Group One Radio (22) Broadcast Reps  
 (23) Group One Radio (25) MOR (26) 1955

**CKGB-FM, TIMMINS**

425 watts on 94.5 mcs.  
 (1-27) same as CKGB-AM, Timmins  
 (25) MOR, Pop, Classical

**CBC-FM, TORONTO**

11,900 watts on 94.1 mcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 500, Terminal 'A' (5) Jack Craine (26) 1947

**CHFI-FM, TORONTO**

420,000 watts Vertipower on 98.1 mcs.  
 (1) Rogers Broadcasting Ltd. (2) 13 Adelaide St. E. (3) (416) 362-1441 (4) E.S. Rogers (5) Vaughn Bjerre (7) Harry McIntyre (8) Roly Koster (9) Gerry Bascombe (11) David Amer (12) Ray Erickson (16) Mrs. Edna Hall (17) Mrs. Darline Harrop (19) Ron Turnpenny (20-24) All-Canada (25) Good music (26) 1957 (27) ABC, Mutual

**CHIN-FM, TORONTO**

50,000 watts on 100.7 mcs.  
 (1) Radio 1540 Ltd., CHIN FM Ltd. (2) 637 College St., Tor. 4

(3) (416) 531-9991

(4,5) Johnny Lombardi  
 (6) Gus Saccucci (7) Doug Fraser (8) Fred Snider  
 (9) Nico Navarra (11) Peter Nordheimer (12) Joe Forster  
 (13) Don Percy (14) Tino Baxa  
 (15) Josephine Bendia  
 (17) Miss Rubina Ignacio  
 (18) Casimir Hayden  
 (19) Garth Quinlan  
 (20-23) Radio-TV Reps  
 (24) Gil-Perna Inc.  
 (25) International, Ethnic  
 (26) 1966 (27) 8N, UPI, ANSA

**CHUM-FM, TORONTO**

100,000 watts vert. & horiz. on 104.5 mcs.  
 (1) CHUM Ltd. (2) 1331 Yonge St., Tor. 7 (3) (416) 925-6666  
 (4,5) Allan F. Waters  
 (7) J.W. Armstrong (9) Gerry Ferrier (11) Benjie Karsh  
 (16) Mrs. Lyn Rice  
 (17) Miss Eileen Taylor (19) George Jones  
 (20,21,23) Major Market (24) Devney  
 (25) Contemporary pop (26) 1963 (27) ABC, CP

**CJRT-FM, TORONTO**

27,000 watts on 91.1 mcs.  
 (1) Ryerson Polytechnical Inst. (2) 50 Gould St., Tor. 2 (3) (416) 368-3128  
 (5) Donald C. Stone  
 (6) Ronald K. McKee  
 (8) Ruth Sokira (11) Joy MacDonald (12) Ted O'Reilly (13) Paul Vickers  
 (17) Dierdre Moffat (19) Kurt J. Mayer (25) Classical, jazz, folk, in-depth news & educational (26) 1949 (27) BN, CP New York, CP 2nd Cdn., BN Voice

**CKFM-FM, TORONTO**

200,000 watts on 99.9 mcs.  
 (1) Standard Broadcasting Corp. (2) 2 St. Clair Ave. W. (3) (416) 924-5711 (4) W.C.T. Cran.VP & GM, D.H. Hartford  
 (5) Bill Ballentine (7) E.R. Purves (8) Dave Spencer  
 (9) Bill Ballentine (12) Arthur Cole (13) Bill Stephenson  
 (16) G.F. Maccabe (17) Miss Roslyn Colley (18) Don McEachern (19) Clive Eastwood P. Eng. (20,21) SBS  
 (22,23) Western Broadcast (24) Canadian Standard  
 (25) MOR (26) 1961 (27) SBN

**CKLW-FM, WINDSOR**

50,000 watts on 93.9 mcs.  
 (1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W, Win. 12  
 (3) (519) 254-2831 TLX 024-77619 TWX 610-362-0763  
 (4) S.C. Ritchie (5) R.J. Buss (6) Croft McClellan  
 (7) Hal Tower (9,11) Croft McClellan (12) Dick Smith (13) Don Patrick (17) Mrs. Margaret Marshall (19) Stewart Clark (20-23) RKO Dist. Corp. (24) RKO Radio Reps (25) MOR (26) 1948 (27) BN, UPI

**CKWW-FM, WINDSOR**

160,000 watts on 88.7 mcs.  
 (1) Radio Windsor (Canadian) Ltd. (2) Penthouse, 1150 Ouellette Ave., Win. 14  
 (3) (519) 252-5751 Detroit, (313) 961-9749 (4) G.W. Stirling (5) Mike Stephens (8,10) Ron Burgoyne  
 (15,17) Miss Trisa Gallina (18) Jimmy Allen (19) Walter A. Downham (20,21,23) Stephens & Towndrow (24) Devney (25) Good music (26) 1967

**TELEVISION****KEY**

(1) Company name  
 (2) Mailing address  
 (3) Telephone - Telex  
 (4) President  
 (5) General Manager  
 (6) Operations Manager  
 (7) Commercial Manager  
 (8) Production Supervisor  
 (9) Program Manager  
 (10) Chief Announcer  
 (11) Music Director  
 (12) News Director  
 (13) Sports Director  
 (14) Farm Director  
 (15) Women's Director  
 (16) Promotion Manager  
 (17) Traffic Manager  
 (18) Art Director  
 (19) Chief Engineer  
 (20) Chief Operator  
 (21) Film Editor  
 (22) Toronto reps  
 (23) Montreal reps  
 (24) Winnipeg reps  
 (25) Vancouver reps  
 (26) U.S. reps  
 (27) Station birth date  
 (28) Color facilities:  
 A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

**CKVR-TV, BARRIE**

12,500 watts audio, 100,000 watts video on Channel 3  
 (1) Ralph Snelgrove TV Ltd. (2) Box 519 (3) (705) 726-6466  
 (4) Ralph Snelgrove  
 (5) H.J. Snelgrove (6) Jack Mattenley (7) C.M. Tierney  
 (8) Jerry Robertson (9) Doug Garraway (10) Milt Conway  
 (11) Doug Garraway (12) Bill McCutcheon (13) Grant Forsythe  
 (17) Mrs. Anne Stewart  
 (18) Ernest Barker (19) Bert Verwey (20) Gerry Van Amelsvoort (21) Ivan Sarossy  
 (22,23) Paul Mulvihill  
 (24,25) Radio-TV Reps  
 (26) Devney (27) 1955 (28) A, B

**Rebroadcasting Stations**

11 Parry Sound  
 8 Muskoka  
 5 Haliburton

**CKWS-TV, KINGSTON**

150,000 watts audio, 250,000 watts video on Channel 11  
 (1) Frontenac Broadcasting (2) 170 Queen St. (3) (613) 544-2340 TLX 026-256  
 (4) Arthur L. Davies (5) Allan Brooks (7) John Carey  
 (8) Lorne Shepherd (9) Stan Leverre (10) Tom Higgs  
 (11) Cam Shillington  
 (12) Floyd Patterson (13) Max Jackson (14) Tom Higgs  
 (15,16) Mrs. Christy Ryckman (17) Mrs. Joyce Revoy  
 (18) Neil Carter (19) Gord Backus (20) Bob Bruce  
 (21) Mrs. Betty Shaw  
 (22,23,25,26) All-Canada  
 (27) 1954 (28) A, B

**CKCO-TV, KITCHENER**

65,000 watts audio, 325,000 watts video on Channel 13  
 (1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 744-7331 Toronto, (416) 366-0852 TLX 029-5432  
 (4) C.A. Pollock  
 (5) W.D. McGregor  
 (6) Jim Smith (7) R.H. McKeown (8) William Smuck  
 (9) Bruce Lawson (11) Pat Ludwig (12) Gary McLaren  
 (13) Reg Sellner (15) Mrs. Elaine Cole (16) Don Willcox  
 (17) Mrs. Alice Ellis  
 (18) Don Bowen (19) Paul Turchan (20) Eric Sutherland  
 (21) Mrs. Cathy Hernberger  
 (22-25) Hardy Radio & TV  
 (26) ABC International  
 (27) 1954 (28) A, B, C, D

**CFPL-TV, LONDON**

195,000 watts audio, 325,000 watts video on Channel 10  
 (1) CFPL Broadcasting Ltd. (2) Box 2880, Term. A. (3) (519) 434-2115 TLX 024-846  
 (4,5) M.T. Brown (7) Wm. C. Wingrove (9) J.A. Plant  
 (12) R. Laidlaw (13) Alex Kelman (14) Roy Jewell  
 (16) L.J. Shaunessy  
 (17) H.W. Blahout (18) Wm. Percival (19) G.A. Robitaille  
 (20) D.E. Duffield (21) R.H. White (22,23) All-Canada  
 (27) 1953 (28) A, B, C

**CFCH-TV, NORTH BAY**

61,000 watts audio, 119,000 watts video on Channel 10  
 (1) Tel-Ad Co. Ltd. (2) Box 1000 (3) (705) 752-3000  
 (4) Mrs. P. Campbell (5) Reg Carne (7) Jim Gibson  
 (9) Sid Tomkins (10) Joe Torbay (12) Norris Whitfield  
 (15) Mrs. Meri Craven  
 (16) Dave Shulman  
 (17) Mrs. Meri Craven  
 (18) John Chadwick (19) Larry Cameron (20) Dave Turner  
 (21) Tony Marceau  
 (22-25) Stovin-Byles TV  
 (26) All-Canada (27) 1955  
 (28) A

Rebroadcast. Station  
 Ch. Location  
 3 Temiskaming, Que.

**CBOT, OTTAWA**

15,000 watts audio 100,000 watts video on Channel 4  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
 Station 'C' (5) J.J. Dunn  
 (27) 1953

**CBOFT, OTTAWA**

5,660 watts audio, 31,000 watts video on Channel 9  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
 Station 'C' (5) J.J. Dunn  
 (27) 1955

**Rebroadcasting Stations**

Channel	Location
9	Timmins
12	Kapuskasing
7	Hearst
7	Sturgeon Falls
12	Sudbury
12	Temiskaming, Que.
12	Elliot Lake

**CJOH-TV, OTTAWA**

160,000 watts audio, 325,000 watts video on Channel 13  
 (1) Bushnell Co. (2) 1500 Merivale Rd., Ott. 5  
 (3) (613) 224-1313 (4) E.L. Bushnell (5) Stuart W. Griffiths  
 (6) Harold Mantay (7) William O. Morrison (8) Paul Kudla  
 (9) Peter Francis (10) William Luxton (11) Gilles Champagne  
 (12) Joseph Gibson  
 (13) Joseph Spence (15) Mrs. Ruth Francis (16) Bruce Sutton  
 (17) Miss Carmen Dumont  
 (18) David Leigh  
 (19) Alexander Day (20) Mervin Alles (21) Eric Tomlinson  
 (22,23) ICTV (26) Sumner  
 (27) 1961 (28) A, B, C, D, E

**Rebroadcasting Station**

Ch. Location  
 8 CJSS-TV Lancaster

**CHOV-TV, PEMBROKE**

18,350 watts audio, 36,800 watts video on Channel 5  
 (1) Ottawa Valley TV Co. (2) Forest Lea Rd. (3) (613) 735-6811 (4,5) E.G. Archibald  
 (6) D.B. Duval (7) Ramsay Garrow (8) Don Chant  
 (9) D.B. Duval (12) Mark

# ONTARIO TELEVISION

## Continued

Blackburn (13) Garry Berger  
(15) Miss Jane Collard  
(16) Brad Williams (17) Mrs.  
Glenda Wegner (18) Ken Pringle  
(19) Al Gutz (21) Oscar Kohls  
(22,23) Paul Mulvihill  
(26) Canadian Standard  
(27) 1961 (28) A

### CHEX-TV, PETERBOROUGH

161,500 watts audio, 269,000  
watts video on Channel 12  
(1) Kawartha Broadcasting  
(2) Box 659 (3) (705) 742-0451  
TLX 029-810 (4) Robertson  
Davies (5) Walter Rewegan  
(7) Ian McFarlane (9) Gord  
Shale (10) George Franks  
(12) Morley Overholt  
(13) John Danko (14) John  
Edkins (15) Mrs. Marie  
Callaghan (16) Mrs. Valerie  
Knapp (17) Mrs. Delores  
Feeley (18) Ken Lehman  
(19) Ben Wilkie (21) Mrs. June  
Kerr (22,23,25,26) All-Canada  
(27) 1955 (28) A, B

### CKPR-TV, PORT ARTHUR

54,500 watts audio, 100,000  
watts video on Channel 2  
(1) Thunder Bay Electronics  
Ltd. (2) 87 N. Hill St.  
(3) (807) 344-9685 TLX 033-221  
(4) H.F. Dougall (5) G.N.  
Conger (7) Jack Masters  
(10) Geoff Wright (12) Rick  
Smith (13) Peter Young  
(15) Mrs. Marion Vickruck  
(16) Miss Carol Oster  
(17) Mrs. Sheila Shipston  
(18) Bruce McNally  
(19) Gerhard Buetow (21) Simon  
Camping (22-25) Stovin-Byles  
TV (26) Canadian Standard  
(27) 1954 (28) A

### CJIC-TV, SAULT STE. MARIE

28,000 watts audio, 15,000  
watts video on Channel 2  
(1) Hyland Radio-TV Ltd.  
(2) 119 East St. (3) (705)  
256-7494 TLX 027-7716  
(4) Mrs. J.G. Hyland (5) R.H.  
Ramsay (6) Frank Gardi  
(7) Wayne Turner (8) Jerry  
MacDermid (10) Peter West  
(12) Karl Sepkowski  
(13) John Rhodes (15,16) Mrs.  
Grace Pitt (17) Mrs. Reta Purdy  
(18) Bob Jenkins (19) David  
Irwin (21) Ray Boucher  
(22-26) All-Canada  
(27) 1954 (28) A, C

### CKSO-TV, SUDBURY

13,700 watts audio, 100,000  
watts video on Channel 5  
(1) Cambrian Broadcasting Ltd.  
(2) Box 400 (3) (705) 674-0711  
TLX 027-884 (4) W.B. Plaunt  
(5) Ralph Connor (6) George  
Lund (8) Herb Ashley  
(9,10) Tom Pace  
(12) Bill Smith (13) Eric Webb  
(17) Mrs. Betty Sellars  
(18) Nick Nykilchuk (19) Ken  
Houzer (22-26) All-Canada  
(27) 1953 (28) A, B, C

### Rebroadcasting Station

Ch.	Location
3	Elliot Lake

### CFCL-TV, TIMMINS

50,000 watts audio, 100,000  
watts video on Channel 6  
(1) J. Conrad Lavigne  
Enterprises (2) PO Box 620  
(3) (705) 264-4211 (4) J.  
Conrad Lavigne (5,7) René  
Barrette (8) Conrad Carriere  
(9) Terry Coles (12) Jim Prince  
(13) Lou Thibault (15) Mrs.  
Hazel Clermont (16) Mrs.

Gayle Gilmore (17) Joseph  
Viric (18) Clement Berini  
(19) Rudy Fauteux (21) Mrs.  
Hazel Clermont (22,23) Paul  
Mulvihill (24) A.J. Messner  
(25) Stephens & Towndrow  
(26) Weed (27) 1956 (28) A,B,C

### Rebroadcasting Stations

Ch.	Location
2	Kearns
3	Kapuskasing
4	Hearst
5	Malartic/Val d'Or
7	Chapleau

### CBLT, TORONTO

9,950 watts audio, 99,500  
watts video on Channel 6  
(1) Canadian Broadcasting  
Corp. (2) P.O. Box 500  
Terminal 'A' (5) W. Weston  
(27) 1952

### Rebroadcasting Stations

Channel	Location
13	Geraldton
8	Manitouowadge

### CFTO-TV, TORONTO

162,000 watts audio, 325,000  
watts video on Channel 9  
(1) Baton Broadcasting Ltd.  
(2) PO Box 9, Tor. 16  
(3) (416) 362-2811 TLX 02-2674  
(4) John Bassett (5) VP, Fin. &  
admin., L. Nichols. VP, sales  
& Prog., E.J. Delaney  
(6) Don Davis (7) Ian Hall  
(9) Jack Ruttle (10) Jim Corey  
(12) Ted Stuebing (13) Johnny  
Esaw (15) Miss Marg Hannah  
(16) Jack Ruttle (17) Mrs. M.  
Prentice (19) Helmut Berger  
(22,23) Baton Broadcasting  
(24,25) Direct (26) ABC  
International (27) 1961  
(28) A, B, C, D, E

### CHCH-TV, TORONTO- HAMILTON

202,000 watts audio, 325,000  
watts video on Channel 11  
(1) Niagara Television Ltd.  
(2) 163 Jackson St.W., Ham.10  
(3) (416) 522-1101  
(4) Mrs. K.D. Soble  
(5) S. J. Bibby (6) F. P.  
DeNardis (8) D.F. Martin  
(9) D.C. Gale (12) R. Gray  
(19) W. E. Jeynes  
(22,23) NTV (24,25) All-  
Canada (26) Sumner (27) 1954  
(28) B, C, D, E

### CKLW-TV, WINDSOR

65,000 watts audio, 325,000  
watts video on Channel 9  
(1) Western Ontario  
Broadcasting Co. Ltd.  
(2) 825 Riverside Dr. W.,  
Windsor 12 (3) (519) 254-2831  
TLX 024-77619 TWX 610-362-  
0763 (4,5) S.C. Ritchie  
(6) E.F. Jaspan (7) Paul Litt  
(8) Frank Quinn (9) E.F. Jaspan  
(12) Jim Van Kuren  
(16) Ron Klayman (17) Bill  
Parker (18) Chas. Knight  
(19) Stewart Clark (21) Don  
Sharon (22) RKO General  
National Sales (27) 1954  
(28) A, B, C, D

### CKNX-TV, WINGHAM

100,000 watts audio, 180,000  
watts video on Channel 8  
(1) Radio Station CKNX Ltd.  
(2) Wingham (3) (519) 357-1310  
(4,5) G.W. 'Bud' Cruickshank  
(6) George Walling (7) Ross  
Hamilton (8) Fred Steinmetz  
(9) George Walling (10) Jim  
Moore (11) Hap Swatridge  
(12) John Strong (13) Crawford  
Douglas (14) Les Armstrong  
(15) Anna Meyer (16) Ian  
MacLaurin (17) Mrs. Kaye Swan  
(18) G. Heim (19) Scott Reid  
(20) Bill Harris (21) Hap  
Swatridge (22) All-Canada  
(27) 1955 (28) A, B

# QUEBEC

Total Population	5,937,800
Men (20 and over)	1,651,770
Women (20 and over)	1,711,000
Teens (13-19)	826,700
Children (0-12)	1,748,330
Households	1,444,000
TV Households	1,392,000
Per cent TV Households	96%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Director
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto Reps
- (21) Montreal Reps
- (22) Winnipeg Reps
- (23) Vancouver Reps
- (24) U.S. Reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

- (8-10) Achille Soucy
- (11) Andre Lavoie
- (12,13) Jean Pagé
- (16) Achille Soucy
- (17) Miss Helene Blouin
- (18,19) Lucien Simard
- (20,21) SBS (22,23) Western  
Broadcast (24) Devney  
(25) M.O.R. (26) 1954  
(27) CP

### CHVD, DOLBEAU

1,000 watts on 1230 kcs.  
(1) Radio Maria Chappdelaine Inc.  
(2) C.P. 1810 (3) (418) 276-3333  
(4,5) Jean Marie Duchaine  
(7,8) Claude St-Arnault (9) Jean  
Marie Duchaine (10,12) Nelson  
St-Pierre (13) Claude St-Arnault  
(15) Anne Leblanc (16) Jean  
Marie Duchaine (17) Guylaine  
Lavoie (19) Yves Harvey  
(20,21,23) Group One Radio  
(25) Light music (26) 1966

### CHRD, DRUMMONDVILLE

10,000 watts on 1,480 kcs.  
(1) Radio Drummond Ltee  
(2) P. O. Box 250  
(3) (819) 472-5458  
(4) Maurice Sigouin  
(5,7) J.A. Savoie  
(8-10) Michel Duchaine  
(11) Lise Hardy (12) Gerald  
Prince (13) A. Boulanger  
(15) Miss P. Chartier  
(16) J.A. Savoie  
(17) Pierrette Pepin  
(18) Leo Guignard  
(19) R. Belanger  
(20-23) Hardy Radio & TV  
(24) Devney (25) M.O.R.  
(26) 1954 (27) BN

### CHEF, GRANBY

1,000 watts on 1,450 kcs.  
(1) La Voix de l'Est Ltée  
(2) 136 Principale (3) (514)  
372-3301 (4) Jacques  
Brillant (5,7) J. Henri  
Champagne (9) J. Louis  
Boisseau (10) Robert  
L'Heureux (11) J. Louis  
Boisseau (12) Marc  
Gendreau (13) Bernard  
Brodeur (14) Marc Gendreau  
(15) Miss Mireille Poitras  
(16) J. Henri Champagne  
(17) Mrs. Lise Côté  
(18) Armand Papineau  
(19) Raymond Blouk  
(20-22) Hardy Radio & TV  
(25) M.O.R. (26) 1946  
(27) BN

## AM

### CFGT, ALMA

1,000 watts on 1,270 kcs.  
(1) Radio Lac-St-Jean Ltée  
(2) 741 du Pont (3) (418)  
662-3461 (4) Dr. Remi Aubé  
(5) Lionel Tremblay  
(9) Normand Bergeron  
(12,13) Serge Cloutier  
(17) Madeleine Villeneuve  
(19) J.R. Maltais  
(20,21) SBS (22,23) Western  
Broadcast (24) Canadian  
Standard (25) Pop., Classical  
(26) 1954 (27) CP

### CBJ, CHICOUTIMI

10,000 watts on 1580 kcs.  
(1) Canadian Broadcasting  
Corp. (2) 121 Rue Racine est  
(5) Jacques Lambert (26) 1937

### CJMT, CHICOUTIMI

1,000 watts on 1,420 kcs.  
(1) CJMT LTD.  
(2) 365 Racine est  
(3) (418) 543-1517  
(4,5) Pierre Tremblay  
(7) Francois Ranger

**CHLC, HAUTERIVE**

5,000 watts on 580 kcs.  
 (1) Radio Cote Nord Inc.  
 (2) 1147 Boul. Blanche  
 (3) (418) 589-3771  
 (4) J. Claude Tremblay  
 (5) Henri Desjardins  
 (7) André Poirier  
 (8) Louis Bériault  
 (9) Camil St-Pierre  
 (10) Claude Martineau  
 (12,13) Claude Roy  
 (15) Miss Michele Guerin  
 (18,19) Gerard Devarene  
 (20,21) Group One  
 (25) M.O.R. (26) 1962  
 (27) CP TELBEC

**CKCH, HULL**

5,000 watts on 970 kcs.  
 (1) La Cie Radiodiffusion  
 CKCH de Hull Ltée  
 (2) P.O. Box 460, Terminal  
 Bldg., Ottawa 2, Ont.  
 (3) (819) 777-2771  
 (4) J.C. Aubin (5) Jean-  
 Paul Lemire (6,7) Henri  
 W. Allard (8,9) Pierre  
 Chantelouis (10) Guy Madore  
 (11) Aurèle Groulx  
 (12) Norbert Michaud  
 (13) Pierre McNicoll  
 (15) Miss Simone Lancôt  
 (16) Louis Fournier  
 (17) Jean Tremblay  
 (18) André Régimbald  
 (19) Jean-Louis Guérette  
 (20,21) Standard Broadcast  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) M.O.R. (26) 1933  
 (27) BN & French daily  
 Le Droit

**CHRS, JACQUES-CARTIER**

10,000 watts on 1,090 kcs.  
 (1) Radio Iberville Ltée  
 (2) 2019 Boul. Taschereau  
 (3) (514) 674-6238  
 (4) Jean Paul Auclair  
 (5,7) Pierre Paul Elie  
 (9,11) André Sylvain  
 (12) Bernard Contant  
 (13) Pierre Beland  
 (16) Andre Decarie  
 (17) Alice Pare  
 (18) Jean Guy Trudel  
 (19) Yvon Rancourt  
 (20-23) Radio-TV Repts  
 (25) M.O.R. (26) 1957

**CJLM, JOLIETTE**

1,000 watts on 1,350 kcs.  
 (1) Radio-Richelieu Ltée  
 (2) P.O. Box 122  
 (3) (514) 753-7432  
 (4) Henri Olivier  
 (5) Maurice Boulianne  
 (7) Cyrille Denis  
 (8) Gilles Tessier  
 (9,10) Claude Rochon  
 (11) Maurice Rivet  
 (12) Gilles Loyer  
 (13) Michel Rochon  
 (15) Ms. Jacqueline Poirier  
 (16) Maurice Boulianne  
 (17) Lorenzo Brouillard  
 (18,19) Joseph Cardin  
 (20-23) Hardy Radio & TV  
 (25) French songs, light  
 music (26) 1960 (27) BN

**CKRS, JONQUIERE**

1,000 watts on 590 kcs.  
 (1) Radio Saguenay Ltée  
 (2) 175 Sir Wilfrid Laurier  
 (3) (418) 542-4551 TLX 011-  
 36117 (4) Henri Lepage  
 (5) Tom Burham (6) Gerard  
 Lemieux (7) Tom Burham  
 (9) Gilles Dufour  
 (11) Marcel Perron  
 (12) Jean-Paul Tremblay  
 (18) Pierre-Yves Dion  
 (19) Paul Gilbert  
 (20-23) Hardy Radio & TV  
 (24) Canadian Standard  
 (26) 1947 (27) BN

**CKFL, LAC MEGANTIC**

1,000 watts on 1,340 kcs.  
 (1) Radio Mégantic Ltée  
 (2) C.P. 630 (3) (819)  
 583-0663 (4) Francois

**Labbé (5) Will Dugré**

(6) Jacques Turcotte  
 (7) Will Dugré  
 (10) Gérard Roy  
 (13) Jacques Turcotte  
 (15) Marie Paule Gendron  
 (19) Irenée Goulet  
 (20,21) Group One  
 (24) Canadian Standard  
 (25) Pop. French songs  
 (26) 1968 (27) BN

**CHGB, LA POCATIERE**

10,000 watts on 1310 kcs.  
 (1) CHGB Ltée (2) La Pocatière  
 (3) (418) 856-1310 (4) G.T.  
 Desjardins (5) P.E. Hudon  
 (7) Jacques Morin (8-10) Roger  
 Plante (11) Miss Yvette Cloutier  
 (12) Maurice Lévesque  
 (13) Michel Gigault (15) Miss  
 Aline Ouellet (16,17) Miss  
 Solange Dubé (19) Marc-André  
 Frève (20-23) Group One Radio  
 (26) 1938

**CFLM, LA TUQUE**

1,000 watts on 1,240 kcs.  
 (1) Radio La Tuque Ltée  
 (2) P.O. Box 310  
 (3) (819) 523-4575  
 (4,5) Jean Trépanier  
 (6) Laurette Leclerc  
 (7) Jean Trépanier  
 (8-11) André Poitras  
 (12,13) Raynald Briere  
 (16) Jean Trépanier  
 (17) Claudette Girard  
 (18,19) Gilles Léveillé  
 (20,21) Group One  
 (25) General (26) 1959  
 (27) CBC

**CFLS, LEVIS**

250 watts on 1,240 kcs.  
 (1) Radio Etchemin Inc.  
 (2) 24 Trans-Canada East  
 (3) (418) 833-2151  
 (4) Adrien Begin  
 (5) Patrick Gendron  
 (7) Steven Guay  
 (8) Michel Corriveau  
 (9,10) Denis Lacombe  
 (11) Patrick Gendron  
 (12) Henri Dorval  
 (13,14) Donald D'Amours  
 (15) Miss Micheline Poitras  
 (16) Réjean Pepin (17) Mrs.  
 Monic Mercier (18) Yves  
 Brouard (19) Marc-Andre  
 Frève (20,21,23) Radio &  
 TV Sales (24) Advertising  
 Repts Inc. (25) Varied  
 (26) 1967 (27) CP, Tel-Bec

**CKBL, MATANE**

10,000 watts on 1,250 kcs.  
 (1) La Cie de Radiodiffusion  
 de Matane Ltée  
 (2) 155 St-Sacrement, Gaspé  
 Nord (3) 562-0290  
 TLX 011-8-370 (4,5) Rene  
 Lapointe (6) Octave Lapointe  
 (7) Charles Fradette  
 (8) Octave Lapointe  
 (9) Jean-Marc Caron  
 (10) J.P. Berthiaume  
 (11) Miss Carroll Falardeau  
 (12) J.P. Berthiaume  
 (13,14) Jean-Marc Caron  
 (15) Mrs. Armande Desrosiers  
 (16) Georges Guy  
 (17) Miss Lisette Bergeron  
 (18) Richard Fortin  
 (19) Yvan Fortier  
 (20-23) Hardy Radio & TV  
 (24) Devney (25) M.O.R.  
 (26) 1948 (27) CP

**CKML, MONT-LAURIER**

1,000 watts on 610 kcs.  
 (1) Radio CKML Inc.  
 (2) C.P. 1260 (3) 623-1011  
 (4) Patrick Ryan (5,7) André  
 Dumoulin (9) Joseph Pelouquin  
 (10) Jacques Vallée  
 (11) Joseph Pelouquin  
 (12) Fernand Simard  
 (13) Jacques Vallée  
 (15) Mrs. Brigitte Roche,  
 (17) Lise Marano (19) Réjean  
 St-Jean (20-23) Group One  
 (25) Pop. & Western  
 (26) 1963 (27) CP

**CKBM, MONTMAGNY**

1,000 watts on 1,490 kcs.  
 (1) Radio Alleghany Inc.  
 (2) C.P. 216, 121 rue St-Thomas  
 (3) (418) 248-0801  
 (4,5) André Mercier (7) Jean-  
 Charles Proulx (8,9) Oliva  
 Poitras (12) Roger Blais  
 (13) Gilles St-Pierre  
 (15) Henriette Michon  
 (16) André Mercier  
 (17) Oliva Poitras  
 (18) Roger Blais (19) Hector  
 Fortin (20,21) Radio & TV  
 Sales (24) Weed (25) Varied  
 (26) 1954 (27) BN

**CBF, MONTREAL**

50,000 watts on 690 kcs.  
 (1) Canadian Broadcasting Corp.  
 (2) C.P. 6000  
 (5) F. Guérard (26) 1937

**CBM, MONTREAL**

50,000 watts on 940 kcs.  
 (1) Canadian Broadcasting Corp.  
 (2) C.P. 6000  
 (5) F. Guérard (26) 1933

**CFCF, MONTREAL**

5,000 watts on 600 kcs.  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Ave.,  
 Mtl. 303 (3) (514) 273-6311  
 TLX 01-2592 (4) D.W.G.  
 Martz (5) Walter Machny  
 (7) Jim McManus (8) Keith  
 Randall (9) Jim Kidd  
 (11) Bob Johnston  
 (12) Bert Cunnings  
 (13) Dick Irvin (16) Frank  
 MacKay (17) Rita Berne  
 (18) Brian McKean  
 (19) Bill Gates  
 (29-24) All-Canada  
 (25) Contemporary  
 (26) 1919 (27) ABC

**CFMB, MONTREAL**

10,000 watts on 1,410 kcs.  
 (1) Chateau Broadcasting  
 Company (2) 2015 Drummond  
 St. (3) (514) 845-8144  
 (4,5) C.G. Stanczykowski  
 (9) Vance Randolph  
 (10) Bill Gregory  
 (11) Miss Alita Emmanuel  
 (12) Brian Britt (13) Bob  
 Devanthery (15) Miss Janet  
 Bradshaw (17) Talaat El  
 Ayouti (18) Andrew  
 Mielweczyk (19) Dieter  
 Kuhlmann (20,21) Paul  
 Mulvihill (24) National  
 Time Sales (25) M.O.R., ethnic  
 (26) 1962 (27) Mutual Bdcst  
 System Network

**CFOX, MONTREAL**

10,000 watts day, 5,000 watts  
 night on 1,470 kcs.  
 (1) Lakeshore Broadcasting  
 Limited (2) Box 1470, Mtl. 101  
 (3) (514) 697-1470  
 (4,5) Gord Sinclair  
 (6) Doug Ackhurst  
 (7) Jim Sward (8) Frank  
 Gould (9) Charles P. Rodney  
 Chandler (11) Frank Gould  
 (12) Russ Griffith (13) John  
 Sykes (16) Ralph Lockwood  
 (17) Mrs. Bernice Balcaen  
 (19) Bernard Greeley  
 (20,21) Radio House  
 (22,23) Radio-TV Repts  
 (24) Don Cooke  
 (25) Contemporary (26) 1960  
 (27) Canadian Contemp  
 News System, BN

**CJAD, MONTREAL**

50,000 watts day, 10,000  
 watts night on 800 kcs.  
 (1) CJAD LIMITED  
 (2) 1407 Mountain Street,  
 Mtl. 107 (3) (514) 844-0111  
 (4,5) H.T. McCurdy  
 (7) Patrick J. Hurley  
 (8) Jim Scott (9) Bill  
 Hambly (11) George  
 Balcan (12) Doug  
 Williamson (13) Al Cauley  
 (15) Miss Doris Clark

(16) Gordon Hope  
 (17) Miss Elizabeth Brooks  
 (18) Jim Scott (19) Ernie  
 Mott (20,21) SBS  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) M.O.R. (26) 1945  
 (27) BN, UPI, CP, C.N. Sports  
 Wire, Standard Bdcst Prods  
 Association with NBC

**CJMS, MONTREAL**

50,000 watts on 1,280 kcs.  
 (1) CJMS Radio Montreal Ltd.  
 (2) 1700 Berri Street  
 (3) (514) 844-5373  
 (4) R. Crépault (5) Serges  
 Raymond (7) G. Bergeron-Nat'l  
 T. Meunier - Local  
 (8) P. Lambert (9) P.E.  
 Beaulne (12) R. Charbonneau  
 (13) R. Brisebois (16) Miss L.  
 Menard (17) G. Lapointe  
 (19) J.C. Lalancette  
 (20,21) Stephens & Towndrow  
 (22) Broadcast Repts  
 (23) Stephens & Towndrow  
 (24) Devney (26) 1954  
 (27) BN

**CKAC, MONTREAL**

50,000 watts on 730 kcs.  
 (1) CKAC Ltée (2) 1400 Metcalfe  
 Mtl. 110 (3) (514) 874-7373  
 (4,5) Jacques M. Goulet  
 (7) Luc Duranleau  
 (8) Pierre Legault  
 (9) Pierre Beaudoin  
 (10) Gaston Blais (11) Gérard  
 Vallée (12) Jacques Déom  
 (13) Roger Turcotte  
 (15) Miss Jeannette Brouillet  
 (16) Miss Nicole Forest  
 (17) Mrs. Alice Mackay  
 (18) Eugene Pomerville  
 (19) Jean-Aimé Lange  
 (20-23) Major Market  
 (24) Weed (25) M.O.R.  
 (26) 1922 (27) France Presse,  
 CP, BN, AP

**CKGM, MONTREAL**

10,000 watts on 980 kcs.  
 (1) Maisonneuve Broadcasting  
 Corp. Ltd. (2) 1310 Greene  
 Ave., Mtl. 215 (3) (514)  
 931-6251 (5,4) Don Wall  
 Chairman- Geoff Stirling  
 (7) Tom Seasons (8) John  
 MacKey (11) Dennis Bell  
 (12) Mike Donegan  
 (15) Miss Libbi Rosenzweig  
 (16) Mrs. Marlene Cusiatic  
 (17) Miss Sharon Robinson  
 (19) Brian Thomas  
 (20,21) Stephens & Towndrow  
 (22) Broadcast Repts  
 (23) Stephens & Towndrow  
 (24) Devney (25) M.O.R.,  
 Contemporary (26) 1959  
 (27) CBS, Newsradio CP

**CKLM, MONTREAL**

50,000 watts on 1,570 kcs.  
 (1) Radio Laval Inc.  
 (2) 1184 St. Catherine St. W.  
 (3) (514) 861-9091  
 (4) Roger Baulu (5,7) Gilles  
 Sabourin (8) Jean Guy Côté  
 (9) Guy D'Arcy (10) Roger  
 Lebel (11) Edmond Côté  
 (12) Lucien Frenchie Jarraud  
 (13) Jacques Beauchamp  
 (15) Miss Suzanne Lapointe  
 (16) Richard Goulet  
 (17) Mrs. Rachel Gloutnez  
 (18) Paul Hébert  
 (19) Pierre Trépanier  
 (20-23) Hardy Radio & TV  
 (25) Modern (26) 1962  
 (27) CP, International  
 Correspondents

**CKVL, VERDUN (MONTREAL)**

50,000 watts day, 10,000 watts  
 night on 850 kcs.  
 (1) Radio Futura Ltd.  
 (2) 211 Gordon Ave., Mtl. 203  
 (3) (514) 766-2311 TLX 01-2868  
 (4) Jack Tietolman (5) Corey  
 Thomson (7) Judah Tietolman  
 (8) Gaston Saulnier  
 (9) Marcel Provost

# QUEBEC RADIO

## Continued

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

- (10) Albert Cloutier
- (11) Laurent Bourdy
- (12) Marcel Beauregard
- (13) Fernand Ste. Marie
- (14) Alphonse Lapointe
- (15) Miss Pierrette Champoux
- (16) Jack Selinger
- (17) Jeannot Pelletier
- (18) Gerard Pelchat
- (19) Maurice Rousseau
- (20,21) Radio & TV Sales
- (24) Canadian Standard
- (25) M.O.R. (26) 1946
- (27) BN, UPI

### CHNC, NEW CARLISLE

- 10,000 watts on 610 kcs.  
(1) Cie Gaspésienne de Radiodiffusion (2) New Carlisle  
(3) (418) 752-2215 (4) J.A. Polrier (5) J.R. Pelouquin (6,7) Mrs. G. Romeril (18) J.E. Livernois (19) Bruce MacDonald (20,21,23) Hardy Radio & TV (24) Weed (26) 1933

### CBV, QUEBEC

- 5,000 watts on 980 kcs.  
(1) Canadian Broadcasting Corp. (2) C.P. 400, Haute Ville (5) René Dussault (26) 1934

### CHRC, QUEBEC

- 50,000 watts on 800 kcs.  
(1) CHRC Ltée (2) P.O. Box 6000 (3) (418) 522-8177 TLX 011-230 (4) Lt. Col. Harvé Baribeau (5) Aurèle Pelletier (7) Yvon Martel (9) Fernando St-Georges (11) Marcel Huard (12) Georges McKie (13) Maurice Descarreaux (15) Mrs. Lucille Després and Mrs. F. Laroche-Roy (16) Pierre Beaulé (17) Jacques Dion (18) René Beaupré (19) Arsène Nadeau (20-23) Hardy Radio & TV (24) Canadian Standard (25) Modern, M.O.R. (26) 1926 (27) BN, Sports Wire;

### CJLR, QUEBEC

- 10,000 watts on 1060 kcs.  
(1) CJLR Inc. (2) 1300 Blvd. Laurier (3) (418) 527-2564 (4,5) Jacques LaRoche (7) Gerry Fortin (8) Jos. Quessy (10) Louis Dufresne (11) Suzanne Bernier (12) J. Luc Vachon (15) Charlotte Fortin (16) Jos. Quessy (17) Marcel Boucher (19) Andre Cantin (20-23) Stephens & Townsend (25) MOR (26) 1959

### CKCV, QUEBEC

- 10,000 watts day, 5,000 watts night on 1,280 kcs.  
(1) CKCV (Quebec) Ltée

- (2) 978 rue St-Jean, Que. 4  
(3) (418) 529-0011  
(4) Gaston Pratte  
(5) Magella Alain  
(7) Etienne B. Cardinal  
(8,9) Roger Gagnon  
(11) Jean Leroys (12) Gilles Gosselin (13) Paddy Pedneault (14) Roland Gilbert (15) Louise Leclerc (16) Miss Marie-Paule Vachon (17) Richard Demeyle (18) Fernando Bussières (19) Lucien Coté (20-24) All-Canada (25) Contemp., standard music (26) 1926 (27) BN

### CJBR, RIMOUSKI

- 10,000 watts on 900 kcs.  
(1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. West (3) (418) 723-2217 TLX 011-8-343 (4) Jacques Brillant (5,7,8) André Lecomte (9) Sandy Burgess (10) Francois Raymond (11) Lorenzo Michaud (12) Guy Ross (13) Claude Pearson (15) Miss Louise Lavallée (16,17) André Lecomte (18) Gilles Fournier (19) Marcel Vallée (20-24) All-Canada (25) Classic, Jazz, Folk, Pop. (26) 1937 (27) BN & Tel-BEC

### CHRL, ROBERVAL

- 1,000 watts on 910 kcs.  
(1) Radio Roberval Inc. (2) 763 Bl. St. Joseph (3) (418) 275-1831 (4,5) Benoit Levesque (7) Ludovic Brassard (8-11) Germain Gagnon (12,13) Jacques Bergeron (16) Germain Gagnon (17) Ludovic Brassard (18,19) Marcel Bolduc (20-23) Radio-TV Reps (26) 1949

### CJSA, STE AGATHE-DES-MONTS

- 1,000 watts on 1,230 kcs.  
(1) Radio Ste Agathe Inc. (2) 3 est, rue Principale (3) (819) 326-1230 (4,5) Jean M. Legault (6) Jean-Marie Tessier (7) Mrs. Marie de Villiers (9,10) Gerard Rioux (17) Mrs. Pauline Cloutier (18,19) Gerald Larocque (20-23) Group One (25) Varied (26) 1967

### CKRB, ST-GEORGES DE BEAUCE

- 10,000 watts on 1,460 kcs.  
(1) Radio Beauce Inc. (2) C.P. 100 (3) (418) 228-4811 (4) Y. Thibaudeau (5) C.A. Thibaudeau (6) Y. Mathieu (7) A. Catellier (8) J. Venne (9,10) G. Bernier (11) Miss D. Morin (12) J. Petit (13) G. Bernier (14) J. Petit (16) J. Venne (17) Y. Mathieu (18,19) R. Berube (20-23) Hardy Radio & TV (25) Pop (26) 1953 (27) BNL, CP

### CKJL, ST. JEROME

- 1,000 watts on 900 kcs.  
(1) Radio Laurentides Inc. (2) P.O. Box 900 (3) (514) 438-1228, direct Mtl. 435-1544 (4,5) Jean Lalonde (7) John R. Fox (8) Andre Mailloux (9) Stephan Deval (10) Gilles Carriere (11) Andre Mailloux (12) Jean Vincent (13) David Ball (15) Mrs. Claire Villeneuve (16) John R. Fox (17) Miss Nicole Raymond (19) J. Lamontagne (20-23) Hardy Radio & TV (25) M.O.R. (26) 1956 (27) BN, Tel-BEC

### CKCN, SEPT-ILES

- 10,000 watts on 560 kcs.  
(1) Radio Sept-Iles Inc. (2) Sept-Iles, P.Q. (3) (418) 962-5173 (4) Benoit Roberge (6,7) Guy Marcheterre (8-10) Yvon Chouinard (12,13) Pierre Meunier (16) Yvon Chouinard (17) Miss Carmen Vaillancourt (19) Georges Boulay (25) M.O.R., Classic, C & W (26) 1963 (27) CBC, PC

### CKSM, SHAWINIGAN

- 1,000 watts on 1,220 kcs.  
(1) Shawinigan Broadcasting Co. Ltd. (2) C. P. 695 (3) (819) 536-4494 (4) A. Lacourcière (5) Alain Chartier (6) Miss H. Cloutier (7,9) A. Chartier (10) Claude Fitzbay (12) Royal St-Arnaud (13) Claude Fitzbay (16) A. Chartier (17) Miss H. Cloutier (18) J.P. Coutu (19) Marcel Bellemare (20,21) Radio-TV Sales (26) 1951 (27) CP

### CHLT, SHERBROOKE

- 10,000 watts on 630 kcs.  
(1) Radio Television Sherbrooke Inc. (2) 3330 King St. West (3) (819) 569-9331 TLX 018229 (4) Jean-Louis Gauthier (5) Henri Delorme (9) Jean Denis (11) Mrs. Gertrude Robidoux (12) André DeSève (13) Jean-Maurice Bilodeau (14) Yvan Charland (15) Miss Andrée Aube (16) Trefflé Mercier (17) Mrs. Louise Falardeau (19) Gérard Paul (20-24) All-Canada (25) Easy to listen (26) 1937 (27) CBC, BN

### CJRS, SHERBROOKE

- 10,000 watts on 1,510 kcs.  
(1) CJRS Radio Sherbrooke Limitée (2) 2655 King St. W. (3) (819) 567-8951 (4) Jacques Lagassé (5) Paul-André Paradis (6) René Ouellette (7) Paul-André Paradis (9) René Ouellette (13) Serge Martel (17) Mrs. Constance Hamel (20,21) Stephens & Townsend (24) Devney (25) M.O.R. (26) 1967 (27) BN, Tel-BEC

### CKTS, SHERBROOKE

- 10,000 watts on 900 kcs.  
(1) The Telegram Printing & Publishing Co. Ltd. (2) 3330 King St. West (3) (819) 569-9331 (4) J.J. Dunn (5,7) Henri Delorme (9) Berl Dewar (11) Mrs. Gertrude Robidoux (12,13) Gordon Breen (15) Mrs. Diana Parker (16) Trefflé Mercier (17) Mrs. Diana Parker (19) Claude Paré (20-24) All-Canada (25) M.O.R. (26) 1946 (27) CBC, CP

### CJSO, SOREL

- 10,000 watts on 1,320 kcs.  
(1) Radio-Richelieu Ltée (2) P. O. Box 126, Sorel (3) (514) 743-3318 (4) Henri Olivier (5) Maurice Boulianne (7) Lorenzo Brouillard (8,9) Claude Rochon (10) Michel Champagne (12) Lorenzo Brouillard (13) Michel Champagne (15) Mrs. Maryse Fagnan (16) Maurice Boulianne (17) Lorenzo Brouillard (18,19) Joseph Cardin (20-23) Hardy Radio & TV (25) French songs, light music (26) 1945 (27) BN

### CKLD, THETFORD MINES

- 1,000 watts day, 250 watts night on 1,230 kcs.  
(1) Radio Mégantic Ltée (2) C.P. 327 (3) (418) 335-7533 (4,5) Francois Labbé (6) Miss Elizabeth Bolduc (7) Mrs. Andrée Wright (8) Miss Elizabeth Bolduc (9,10) Irenée Goulet (11) Miss Elizabeth Bolduc (12) Pierre Mathieu (13) Irenée Goulet (14) Gilles Levesque (15) Mrs. Andrée Wright (16) Irenée Goulet (17) Mrs. Jeanne Martin (18, 19) Irenée Goulet (20,21) Group One (26) 1950 (27) BN

### CHLN, TROIS RIVIERES

- 10,000 watts on 550 kcs.  
(1) Radio Trois-Rivieres Inc. (2) 3550 Boul. Royal (3) (819) 374-3556 (4) Roger Dussault (5) Maurice Dansereau (6,7) Maurice Duval (8,9) Maurice Bourget (10) Michel Thivierge (11) André Bellefeuille (12) Gabriel Biron (13) Paul Charest (15) Mrs. Pierrette Fournier (16) Maurice Duval (17) Miss Jocelyne Kégle (18) Yvon Rochelleau (19) Oric Lefebvre (20,21) Standard Broadcast (22,23) Western Broadcast (24) Canadian Standard (25) M.O.R. (26) 1937 (27) BN

### CFLV, VALLEYFIELD

- 10,000 watts day, 5,000 watts night on 1,370 kcs.  
(1) Radio Valleyfield Ltd. (2) 249 Victoria Street (3) (514) 373-1370 (4) A. Cholette (5) J.C. Lefebvre (6) M. Legault (7) J.C. Lefebvre (9) A. Truchet (11) Miss T. Deschamps (12) J. Hébert (13) G. Pétel (16) J.C. Lefebvre (17) Mrs. M. Beauchesne (18) Y. Boutet (19) Y. Altard (20-23) Hardy Radio & TV (24) Devney (25) M.O.R. (26) 1961 (27) BN

### CFDA, VICTORIAVILLE

- 1,000 watts on 1,380 kcs.  
(1) Radio Victoriaville Ltée (2) C.P. 490 (3) (819) 752-5545 (4) Lucien Michaud (5,7) Francois Bastien (8) Fernand Corbeil (9) Lucien Michaud (10) Fernand Corbeil (11) Jacques Michaud (12,13) Gilbert Foucault (14) André Martineau (15) Miss Denyse Trottier (16) Francois Bastien (17) Miss Denyse Trottier (19) Pierre Marchand (20-23) Group One (24) Canadian Standard (25) Varied (26) 1951 (27) BN

### CKVM, VILLE-MARIE

- 10,000 watts on 710 kcs.  
(1) Radio Témisc. Inc. (2) Ville-Marie, P.Q. (3) 710 (4) Hervé Leblanc (5) René Legault (6) J.P. Paquette (7) René Legault (8) J.P. Paquette (9) Jacques Clermont (10) J. Pierre Ayotte (11) Raynald Ferron (12) J.P. Paquette (13) Jacques Clermont (14) Isidore Laliberté (15) Miss Mado Brousseau (16) René Legault (17) Miss Mado Brousseau (18,19) Gaston Tasset (20,21) Group One (25) Varied (26) 1950 (27) CBC

# FM

## CFGL-FM, LAVAL

100,000 watts on 105.7 mcs.  
 (1) Stereo-Laval Inc.  
 (2) 1 Place Laval, suite 560  
 (4,7) Roland Saucier  
 (8) Claude-Michel Morin  
 (9,10) Jean-Pierre Coallier  
 (11) Pierre Lapointe  
 (12,13) Michel Fréchette  
 (17) Miss Monique Labelle  
 (18,19) Michel Mathieu  
 (25) Pop., classical, folk  
 (26) 1968 (27) BN, Tel-BEC

## CHGB-FM, LA POCATIERE

790 watts on 102.9 mcs.  
 (1) CHGB Ltd. (2) La Pocatière  
 (3) (418) 856-1310  
 (4) G.T. Desjardins  
 (5) P.E. Hudon (7) Jacques Morin (8) Maurice Lévesque  
 (9,10) Roger Plante  
 (11) Yvette Cloutier  
 (12) Michel Gigault (13) Denis Simoneau (14) Clément Landry (15) Aline Ouellet  
 (17) Solange Dubé (19) Marc-A. Frève (20-23) Group One  
 (25) Classical, Popular (26) 1966

## CBF-FM, MONTREAL

### CBM-FM, MONTREAL

C8F-FM, 24,600 watts on 95.1 mcs.  
 CBM-FM, 24,600 watts on 100.7 mcs.  
 (1) Canadian Broadcasting Corp.  
 (2) P.O. Box 6000  
 (5) F. Guerard (26) 1948

## CFQR-FM, MONTREAL

41,400 watts on 92.5 mcs.  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Ave., Mtl. 303  
 (3) (514) 273-6311 TLX 01-2592  
 (4) D.W.G. Martz (5) Walter Machny (7) Brian Pearce  
 (8) Keith Randall  
 (9) Jim Kidd (11) Tom Deachman (12) Bert Cannings (13) Dick Irvin  
 (16) Frank Mackay  
 (17) Rita Berne (18) Malcolm Charlton (19) Bill Gates  
 (20-24) All-Canada  
 (25) Adult (26) 1947  
 (27) ABC

## CJFM-FM, MONTREAL

41,200 watts on 95.9 mcs.  
 (1) CJAD Ltd. (2) 1407 Mountain St. (3) (514) 844-0111 (4) H.T. McCurdy  
 (5,9) N. Ronald Blair  
 (12) Doug Williamson  
 (15) Doris Clark (16) Gordon Hope (17) Miss Sharon Bush (19) Ernie Mott  
 (20,21) Standard Broadcast (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) Contemporary - standard  
 (26) 1962 (27) NBC - Standard Broadcast News - UPI - CP - BN

## CJMS-FM, MONTREAL

40,000 watts on 94.3 mcs.  
 (1) Supravox Corp. Ltd.  
 (2) 1700 rue Berri, Mtl. 132  
 (3) (514) 844-2671  
 (4) Raymond Crépault  
 (5) Yoland Guérard  
 (8) Pierre Lambert  
 (9) Denis Hudon  
 (10) Raymond Archambault  
 (11) J.P. Jeannotte  
 (12) Roland Charbonneau  
 (13) Rocky Brisebois  
 (17) Miss Danielle Frezza  
 (19) J.C. Lafancette  
 (20,21) Stephens & Towndrow  
 (22) Broadcast Repts

(23) Stephens & Towndrow  
 (24) Devney  
 (25) M.O.R., Classical  
 (26) 1964 (27) CP

## CKGM-FM, MONTREAL

41,200 watts on 97.7 mcs.  
 (1) Maisonneuve Broadcasting Corp. Ltd.  
 (2) 1310 Greene Ave. Mtl. 215  
 (3)(514) 931-6251 (4) Don Wall  
 Chairman - Geoff Stirling  
 (7) Barry Martin (11) Roger Abbott (15) Miss Libby Rosenzweig (16) Mrs. Marlene Cusiac (17) Mrs. Grace Winnard (19) Brian Thomas  
 (20,21,23) Stephens & Towndrow (24) Devney  
 (25) M.O.R. (26) 1963

## CKVL-FM, VERDUN

### (MONTREAL)

614,000 watts on 96.9 mcs.  
 (1) Radio Futura Ltd.  
 (2) 211 Gordon Ave., Verdun  
 (3) (514) 766-2311 TLX 01-2868  
 (4) Jack Tietolman  
 (5) Larry Fredericks (7) Judah Tietolman (8,9) Larry Fredericks  
 (10) Larry Fredericks (English); Louis Belanger (French)  
 (11) Miss June Warren  
 (12) Marcel Beauregard  
 (13) Larry Fredericks  
 (16) Jack Selinger  
 (17) Jeannot Pelletier  
 (19) Maurice Rousseau  
 (20,21) Radio & TV Sales  
 (24) Canadian Standard  
 (25) Standard, Classical  
 (26) 1953 (27) BN, UPI

## CHRC-FM, QUEBEC

81,000 watts on 98.1 mcs.  
 (1) CHRC Limitée  
 (2) P.O. Box 6000, Que. 4  
 (3) (418) 522-8177 TLX 011-230  
 (4) Lt. Col. Harvé Baribeau  
 (5) Aurèle Pelletier  
 (7) Yvon Martel (9) Fernando St-Georges (11) Miss Georgette Lacroix  
 (12) Georges McKie  
 (13) Maurice Descarreaux  
 (16) Pierre Beaulé  
 (17) Miss Georgette Lacroix  
 (18) René Beaupré  
 (19) Arsène Nadeau  
 (20-23) Hardy Radio & TV Sales (24) Canadian Standard (25) M.O.R., Classic (27) BN, Sports Wire.

## CJBR-FM, RIMOUSKI

20,000 watts on 101.5 mcs.  
 (1) La Radio du Bas St-Laurent (1966) Inc.  
 (2) 273 St. Jean Baptiste St. West (3) (418) 723-2217 TLX 011-8-343 (4) Jacques Brilliant (5) André Lecomte  
 (9) Sandy Burgess  
 (11) Lorenzo Michaud  
 (25) French songs, folk, jazz, classic (26) 1947

## CHLT-FM, SHERBROOKE

62,000 watts on 102.7 mcs.  
 (1) Radio Television Sherbrooke Inc. (2) 3330 King St. West (3) (819) 569-9331 TLX 018229  
 (4) Jean-Louis Gauthier  
 (5,7) Henri Delorme  
 (9) Jean Denis (11) Mrs. Gertrude Robidoux  
 (12) André DeSeve (13) Jean-Maurice Bilodeau (14) Yvan Charland (15) Miss Andrée Aubé (16) Tréfié Mercier  
 (17) Mrs. Louise Falardeau  
 (19) Gérard Paul  
 (20-24) All-Canada  
 (25) M.O.R. (26) 1963  
 (27) PN, BN, CP

# TELEVISION

## KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities: A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

## CHAU-TV, CARLETON

100,000 watts audio, 52,000 video on Channel 5  
 (1) Television de la Baie des Chaleurs Inc. (2) CP 100  
 (3) (418) 364-3344 (4) V. Leo Hachey (5) Andre Lecomte  
 (6) Asst. GM, Marcel Chabot  
 (7) Natl., Mrs. M. Barriault.  
 Local, Gilles Rousseau  
 (8) Rodrigue Barriault (9) Denys Courchesne (17) Mrs. Michele Barriault (18) J-Marc Filiion  
 (20) Pierre Lapointe  
 (22,23) Paul L'Anglais  
 (26) Forjoe (27) 1959

### Rebroadcasting Stations

Ch.	Location
2	Ste-Marguerite
10	Kedgwick/St-Quentin
10	Port-Daniel
7	Chandler
2	Perce
10	Gaspé
7	Rivière-au-Renard
6	Cloridorme
7	Anse-à-Vailleur

## CJPM-TV, CHICOUTIMI

52,500 watts audio, 100,000 video on Channel 6  
 (1) CJPM-TV Inc. (2) PO Box 600 (3) (418) 549-2576  
 (4) Paul Murdock  
 (5,7) Paul J. Audette  
 (8,9) Claude Blain  
 (10) Claude Poulin  
 (13) Noel Gauthier (17) Luc Harvey (18) Michel Martin  
 (19) Roger Hudon  
 (21) Jacques Lafrance  
 (22,23) Paul L'Anglais  
 (26) Forjoe (27) 1963  
 (28) A, B, C, D, E

## CKRS-TV, JONQUIERE

21,000 watts audio, 42,000 video on Channel 12  
 (1) Radio Saguenay Ltée.  
 (2) 175 Sir Wilfrid Laurier (3) (418) 542-4551 TLX 011-36117 (4) Henri Lepage  
 (5) Tom Burham (6) Gérard Lemieux (7) Tom Burham  
 (9) Gilles Dufour (11) Marcel Perron (12) Jean-Paul Tremblay  
 (19) Paul Gilbert (20) Pierre-Yves Dion (21) Eugène Michaud (22-25) Hardy Radio & TV (26) Canadian Standard  
 (27) 1955 (28) A

### Rebroadcasting Stations

Channel	Location
2	Chicoutimi
9	Port Alfred
8	Roberval

## CKBL-TV, MATANE

182,000 watts audio, 303,000 video on Channel 9  
 (1) La Cie. de Radiodiffusion de Matane Ltée. (2) 155 St-Sacrement (3) 562-0290 TLX 011-8-370 (4,5) Rene Lapointe (6) Octave Lapointe (7) Pierre Vachon (8) Octave Lapointe (9) Roger Bergeron (10) J.P. Berthiaume (11) Miss Carrol Falardeau (12) J.P. Berthiaume (13,14) Jean-Marc Caron (15) Mrs. Armande Desrosiers (16) Georges Guy (17) Miss Lison Belanger (18) Hugues Lajoie (19) Yvan Fortier (20) Richard Fortin (21) Gilles Lajoie  
 (22-25) Hardy Radio & TV  
 (26) Devney (27) 1958 (28) A

### Rebroadcasting Stations

Channel	Location
11	Mont Climont
6	Murdochville
11	Grande Vallée
2	Mont Louis
6	Causapsal
6	Grand Detour
10	Manicouagan
13	Manicouagan S.

## CBFT, MONTREAL

50,000 watts audio, 100,000 video on Channel 2  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) J. Blais (27) 1952

### Rebroadcasting Stations

Channel	Location
11	Mont Tremblant
3	Mont Laurier

## CBMT, MONTREAL

15,000 watts audio, 100,000 video on Channel 6  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) J. Blais (27) 1954

## CFCF-TV, MONTREAL

160,000 watts audio, 325,000 video on Channel 12  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Ave., Mtl. 303  
 (3) (514) 273-6311 TLX 01-2526 (4) VP, D.W.G. 'Don' Martz (6) George Bowden  
 (7) Lee Hambleton (8) John Krug (9) Sam Pitt (10) Ted Murphy (11) Miss Libby Smith  
 (12) Bert Cannings (13) Dick Irvin (16) Mrs. Babs Pitt  
 (17) Mrs. Irene Selway  
 (18) Steve Yuranyi (19) Joe Thompson (21) Tony Mamo  
 (22-26) All-Canada (27) 1961  
 (28) A, 8, C, D, E

## CFTM-TV, MONTREAL

162,000 watts audio, 325,000 video on Channel 10  
 (1) Télé-Métropole Corp.  
 (2) 1405 rue Alexandre-DeSève Mtl. 133 (3) (514) 526-9251 (4,5) Roland Giguère  
 (6) Robert L'Herbier (7) G.-W. Bélanger (8,9) Jean Paquin  
 (12) Claude Lapointe  
 (13) Pierre Proulx (16) Jean Marion (17) Gaston Larivière  
 (18) Jean-Paul Ladouceur  
 (19) Maurice Doucet  
 (22,23) Paul L'Anglais  
 (25) Stovin-Byles TV  
 (26) Forjoe (27) 1961  
 (28) B, C, D

**CBVT, QUEBEC**

34,600 watts audio, 173,000 watts video on Channel 11  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 400, Upper Town (5) R. Dussault (27) 1964

**Rebroadcasting Station**

**Channel Location**  
 2 St. George de Beauce

**CFCM-TV, QUEBEC CITY**

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) Television de Quebec (Canada) Ltée.  
 (2) PO Box 2026, Que. 2  
 (3) (418) 683-4985 TLX 01-1234  
 (4) G. Pratte (5) Man. dir., J.A. Pouliot (6,7) A.P. Fitzgibbons (8) A. Jean (9) Paul Chamberland (10) Andre Jean (12) Louis Langlois, Dir. of pub. affairs, France Fortin (13) Frank Fontaine (16) Jean L. Crevier (17) Miss Andrée Cyr (18) Jean Gaumont (19) G. Fortin (20) R. Lamontagne (21) G. Bernier (22,23) Prog., Paul L'Anglais. Announcements, Hardy Radio & TV (24,25) Hardy Radio & TV (26) Forjoe (27) 1954 (28) A, B, C, E(B&W)

**CKMI-TV, QUEBEC CITY**

6,770 watts audio, 13,850 watts video on Channel 5  
 (1) Television de Quebec (Canada) Ltd. (2) PO Box 2026, Que. 2 (3) (418) 683-4985 TLX 01-1234 (4) G. Pratte (5) Man. dir., J.A. Pouliot (6,7) A.P. Fitzgibbons (9) G. Lovett (10,12) N. Wright (13) F. Fontaine (16) J.L. Crevier (17) Miss A. Cyr (18) J. Gaumont (19) G. Fortin (20) R. Lamontagne (21) G. Bernier (22-25) Hardy Radio & TV (26) Forjoe (27) 1957 (28) A, B, C, E (B&W)

**CJBR-TV, RIMOUSKI**

56,900 watts audio, 100,000 watts video on Channel 3  
 (1) La Radio du Bas St-Laurent (1966) Inc. (2) 273 St. Jean Baptiste St. W. (3) (418) 723-2217 TLX 011-8-343  
 (4) Jacques Brillant (5,6) André Lecomte (7-10) Francois Raymond (11) Lorenzo Michaud (12) Guy Ross (13) Claude Pearson (14) André Feuilletault (15) Miss Louise Lavallée (16) Francois Raymond (17) Roméo Côté (18) Georges Mercier (19) Marcel Vallée (20) Gilles Fournier (21) Roméo Côté (22,23) Paul L'Anglais, prog. Stovin-Byles TV, ancncts. (24,25) Stovin-Byles TV (26) All-Canada, ancncts.; Forjoe, programs. (27) 1954 (28) A

**Rebroadcasting Station**  
 13 Edmundston, NB

**CKRT-TV, RIVIERE-DU-LOUP**

24,500 watts audio, 49,500 watts video on Channel 7  
 (1) CKRT-TV Ltd. (2) 1 rue Frontenac (3) (418) 862-6003 TLX 011-3115 (4,5) Luc Simard (6) Gregoire Thibault (7,8) Vincent Gagnon (9) Gregoire Thibault

(10) Remi Beaulieu (11) Ghislain Berube (12,13) Gilles Gosselin (14) Remi Beaulieu (15) Miss Danielle Desjardins (16) Miss Cecile Theriault (17) Miss Marie Beaulieu (18) Ethelbert Boucher (19) Germain Gelinat (20) Clement Lavoie (22-24) Hardy Radio & TV (26) Devney (27) 1962 (28) A, E

**Rebroadcasting Stations**

**Channel Location**  
 2 Baie St.Paul  
 2 Ste-Rose du Dégelis  
 13 St-Patrice  
 5 Cabano

**CKRN-TV, ROUYN-NORANDA**

23,000 watts audio, 115,000 watts video on Channel 4  
 (1) Radio-Nord Inc. (2) PO Box 70, Rouyn (3) (819) 762-0741 TLX 011-77-526 (4,5) David-A. Gourd (6) Jean-Guy Veillette (7) David-A. Gourd (8) Maurice Dénomé (12,13) Roger Houle (17) Mrs. B. Guimont (18) Laimon Mitris (19) Detlef Krumbacher (22-25) Hardy Radio & TV (26) Weed (27) 1957 (28) A

**Rebroadcasting Stations**

**Channel Location**  
 7 Senneterre  
 8 Val d'Or  
 6 Ville-Marie  
 7 Matagami

**CFKL-TV, SCHEFFERVILLE**

213 watts audio, 426 watts video on Channel 11  
 (1) CBC (2) PO Box 1940, Labrador City, Nfld. (5) Alex F. Hicks (27) 1965

**CHLT-TV, SHERBROOKE**

186,000 watts audio, 316,000 watts video on Channel 7  
 (1) Radio Television Sherbrooke (1967) Inc. (2) PO Box 2000 (3) (819) 569-9331 TLX 018229 (4,5) Jean-Louis Gauthier (6) Marcel Rheault (7) Fernand Corbeil (12) André DeSève (13) Jean-Maurice Bilodeau (16) Raymond Taillefer (17) Mrs. Laurette LaRocque (18) Claude Duchesne (19) Robert Thiébaud (20) Roger Lemaire (21) Lucien Perrault (22,23) NTV (25) All-Canada (26) Sumner (27) 1956 (28) A, B, C, D, E

**CKTM-TV, TROIS-RIVIERES**

65,000 watts audio, 325,000 watts video on Channel 13  
 (1) Télévision St-Maurice Inc. (2) PO Box 277 (3) (819) 375-7311 (4) Henri Audet (5,6) Robert Bonneau (7) Gilles M. Dussault (8,9) Jean Brousseau (10) André Watters (11) Roger Rochette (12) Jacques Voyer (13) André Watters (14) André Houde (15) Ginette Rheault (16) Gilles M. Dussault (17) André Godin (18) Jacques Parent (19) Robert Bonneau (20) Gilles Nadeau (21) Albert Aubichon (22,23) spots-Stovin-Byles TV. Programs- Paul L'Anglais (24,25) Stovin-Byles TV (26) spots- All-Canada. Programs- Forjoe (27) 1958 (28) A, E

# ATLANTIC PROVINCES

<b>Total Population</b>	<b>1,995,450</b>
<b>Men (20 and over)</b>	<b>534,850</b>
<b>Women (20 and over)</b>	<b>532,290</b>
<b>Teens (13-19)</b>	<b>295,430</b>
<b>Children (0-12)</b>	<b>632,880</b>
<b>Households</b>	<b>454,200</b>
<b>TV Households</b>	<b>415,900</b>
<b>Per cent TV Households</b>	<b>91%</b>

Source: BBM January 1968

## RADIO

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

## AM

### NEW BRUNSWICK

**CKBC, BATHURST**

10,000 watts on 1,360 kcs.  
 (1) Bathurst Broadcasting (2) P. O. Box G (3) (506) 546-4461 (4) Leo Hachey (5) Bill Winton (7) Dick Gallagher (8,9) John Macleod (10) Al Hebert (11) Denis Mennard (12) Walt Forsey (13) Jim Munson (14) Dave LeBrocq (15) Dorothy Wilbur (16) John Macleod (17) Sandra Stever (18) Phil Paquet (20,21) Hardy Radio & TV (25) M.O.R. (26) 1955

**CKNB, CAMPBELLTON**

10,000 watts on 950 kcs.  
 (1) Restigouche Broadcasting Co. Ltd.

(2) Box 340 (3) (506) 753-4415 (4,5) J. Schoone (7) Ken Coughlan (9) Stu Luck (10) T. Adams (11) Graham Wyllie (12,13) Kelly Murray (15) Rose May Chevarie (17) Jane Lee (19) W.Freeman (20-23) Hardy Radio & TV (24) Weed (25) M.O.R. (26) 1939 (27) BN

**CJEM, EDMUNDSTON**

5,000 watts on 570 kcs.  
 (1) Edmundston Radio Ltd. (2) 91 Canada Rd. (3) (506) 735-3351 (4) Georges Michaud (5) Georges A. LeBel (6) Claude Boucher (7) Georges LeBel (8) Albert Belzile (9) Georges LeBel (10) Jean P. Pampalon (11) Miss Doreen Pelletier (12,13) Jean P. Pampalon (14) Antonio Gagnon (15) Gloria Friolet (16) Albert Belzile (17) Mrs. Rita Aucoin (18) Walter Martin (19) Marcel Vallée (20-24) All-Canada (25) M.O.R. (26) 1941 (27) BN

**CBZ, FREDERICTON**

10,000 watts on 970 kcs.  
 (1) Canadian Broadcasting Corp. (2) Box 1538 (5) Harold Hatheway (26) 1964

**CFNB, FREDERICTON**

50,000 watts on 550 kcs.  
 (1) Radio Atlantic Ltd. (2) P.O. Box 217, 125 Hanwell Rd. (3) (506) 475-5501 (4) D. Malcolm Neill (5,7) Jack T.H. Fenety (8,9) John W. Richards (12) Gordon Catt (13) Mac MacGowan (15) George Mountain (16) John W. Richards (17) Mrs. Margaret Burnett (18) Gordon Miller (19) Glenn D. Love (20,21) Paul Mulvihill



22) Broadcast Reps  
24) Weed (25) M.O.R., R & R,  
C & W (26) 1923 (27) BN and  
IN Voice

### CBAF, MONCTON

5,000 watts on 1,300 kcs.  
1) Canadian Broadcasting  
Corp. (2) C.P. 950 (5) Guy  
Therault (26) 1954

### CKCW, MONCTON

0,000 watts on 1,220 kcs.  
1) Moncton Broadcasting Ltd.  
2) P.O. Box 1220 (3) (506)  
55-1220 TLX 014-2250  
4) F.A. Lynds (5,7) Earle  
Loss (8,9) Robert Steeves  
12) Claude Cain (13) Garth  
Cooper (14) Al Saunders  
15) Miss Lori Joudrey  
16) Ward Lynds (17) Miss  
Lorraine Mailliet (19) Keith  
MacConnell (20,21) Paul  
Mullvihill (22) A.J. Messner  
23) Stephens & Towndrow  
24) Canadian Standard  
25) M.O.R., C & W  
26) 1934 (27) BN, UPI

### CKMR, NEWCASTLE

5,000 watts on 790 kcs.  
1) Miramichi Broadcasting  
Co. Ltd. (2) Box 1300  
3) (506) 622-3311  
4) L.W. Flett (5,7) R.J.  
Wallace (8) Dan Leeman  
9) R.J. Wallace (13) Lloyd  
Boyle (15) Mrs. Margaret  
Brien (16) Dan Leeman  
17) Mrs. Barbara Lockerbie  
18) Blair Trevors  
19) R.J. Wallace  
20-23) Hardy Radio & TV  
24) Weed (26) 1949  
27) BN

### CKBD, SAINT JOHN

10,000 watts on 1110 kcs.  
1) Canadian Broadcasting  
Corp. (2) P.O. Box 1538,  
Fredericton (5) Harold  
Mathway (26) 1964

### CFBC, SAINT JOHN

0,000 watts on 930 kcs.  
1) Fundy Broadcasting  
Co., Limited (2) 68 Carleton  
Street (3) (506) 692-3301  
4) James H. Turnbull  
5) Robert A. Lockhart  
6) Ralph McLenaghan  
7) D. McIsaac  
8,9) Michael MacNeil  
11) Larry Chapman  
12) Dave White (13) Ralph  
McLanaghan (14) Foster  
Marr (15) Mrs. Kaye Ramsay  
16) M. MacNeil (17) Mrs. Fran  
Murphy (19) C.A. Weeks  
20,21) Radio-TV Reps  
25) M.O.R. (26) 1947

### CHSJ, SAINT JOHN

10,000 watts on 1150 kcs.  
1) New Brunswick Broadcasting  
Co. Ltd. (2) P.O. Box 2207,  
Postal Station "C" (3) (506)  
57-3410 TLX 014-47218  
4) L.F. Daley (5) G.A.  
Dromwell (6) D.M. Burrows  
8) Kenneth Ogden (9) Paul  
DeVeau (11) Ernest Earle  
12) William Donovan  
13) Jack Woodhouse  
15,17) Miss Grace Craft  
18) Kenneth Ogden  
19) Reid Dowling  
20-24) All-Canada (25) M.O.R.  
26) 1934 (27) CP, BN

### CJ CJ, WOODSTOCK

1000 watts on 920 kcs.  
(1) Carleton-Victoria  
Broadcasting Co. Ltd.  
(2) Box 920 (3) (506)  
328-6661 (4) R. J.  
Morrison (5) Bruce A. Smith  
(6) W.R. Tompkins  
(7) Donald Ralston  
(8-10) Larry Dickinson  
(11) Dave Rogers  
(12,13) Bruce A. Smith  
(14) Walter Tompkins  
(15) Wendy Hill (16) Don  
Ralston (17) Mrs. Carol  
Rogers (18) Dave Hay  
(19) Bob Morrison  
(20-23) Radio-TV Reps.  
(26) 1959

### NOVA SCOTIA

#### CKDH, AMHERST

1,000 watts on 900 kcs.  
(1) Tantramar Broadcasting  
(2) 32 Church Street  
(3) (902) 667-3875  
(4) J.A. Manning  
(5,7) Tom Tonner  
(8,10) Gary Crowell  
(12,13) Art Noiles  
(14) Frank MacDonald  
(16) Tom Tonner (17) Mrs. V.  
Hutchinson (18) George  
Lewis (19) S. Bernasconi  
(20-23) Group One  
(24) Hooper, Jones & Assoc.  
(25) Contemporary  
(26) 1957 (27) BN

#### CJFX, ANTIGONISH

10,000 watts on 580 kcs.  
(1) Atlantic Broadcasters  
Limited (2) P.O. Box 280  
(3) (902) 863-4580  
(4) Dr. F.J. Ginivan  
(5) J. Clyde Nunn  
(6) Bruce Rafuse (7) Gus  
MacKinnon (8) Dan  
Sheridan (9,12) Ray  
MacDonald (13) Dr. Cecil  
MacLean (16) Dan Sheridan  
(17) Miss Anne Macquarrie  
(19) Don Holmes  
(20-23) Group One  
(24) Hooper, Jones & Assoc.  
(25) Varied (26) 1943 (27) BN

#### CKBW, BRIDGEWATER

10,000 watts on 1,000 kcs.  
(1) Acadia Broadcasting Co. Ltd.  
(2) 215 Dominion Street  
(3) (902) 543-2401  
(4) Lester L. Rogers  
(5) John F. Hirtle  
(6) James A. MacLeod  
(7) Paul D. Rogers  
(8,9) Robert A. MacLaren  
(10) Hugh A. Godfrey  
(11) Robert A. MacLaren  
(12) Edward C. Boylan  
(13,14) Robert A. MacLaren  
(15) Mrs. Virginia Fleming  
(16) Hugh A. Godfrey  
(17) Mrs. Pauline Fraser  
(19) Douglas B. Hirtle  
(20-23) Group One  
(24) Hooper Jones & Assoc.  
(25) M.O.R. (26) 1947  
(27) BN

#### CFDR, DARTMOUTH

5,000 watts on 790 kcs.  
(1) Radio Dartmouth Limited  
(2) P. O. Box 1007  
(3) (902) 469-9231  
(4) C.A. Patterson  
(5) C.J. Fleming  
(7) M.L. Maxwell

(8,9) C.J. Fleming  
(10,11) G.J. Parsons  
(12) James E. Geary  
(13) Pat Connolly  
(15) Miss Ann Haley  
(16) W.L. Patterson  
(17) Mrs. Carol Donner  
(18) Mike Wilband  
(19) S. Hutchinson  
(20,21) Major Market  
(22) A.J. Messner  
(23) Radio-TV Reps  
(24) Weed (25) Good  
music (26) 1962  
(27) BN Wire & Voice

#### CBH, HALIFAX

10,000 watts on 860 kcs.  
(1) Canadian Broadcasting Corp.  
(2) P.O. Box 3000 (5) S.R.  
Kennedy (26) 1944

#### CHNS, HALIFAX

10,000 watts on 960 kcs.  
(1) Maritime Broadcasting  
Company Limited  
(2) Box 400 (3) (902)  
422-1651 (4) Graham W.  
Dennis (5) Fred W. Arenburg  
(7) H.A.L. Stephens  
(11) Robert Cooke  
(12) Gerald N. Kendrick  
(13) Charles 'Chuck' Hickey  
(17) Mrs. Judy Nicholson  
(18) Carl Westhaver  
(19) Richard H. Parker  
(20,21) Stephens & Towndrow  
(22) All-Canada  
(23) Stephens & Towndrow  
(24) All-Canada (25) M.O.R.  
(26) 1926 (27) BN, SBN, CP

#### CJCH, HALIFAX

10,000 watts day, 5,000  
watts night on 920 kcs.  
(1) RADIO CJCH-920 LTD.  
(2) 2885 Robie Street  
(3) (902) 455-0481  
TLX 014-422500 (4) Allan F.  
Waters (5) Fred G. Sherratt  
(7) W.E.J. Hall (8) Wayne  
Hooper (9) William Ozard  
(12) Clifford Fletcher  
(15) Eileen Stubbs  
(16) David Archibald  
(17) Miss Pamela Clarke  
(19) Reginald McCausland  
(20,21) Major Market  
(22) A.J. Messner  
(23) Major Market (24) Devney  
(25) Top 40, Contemp., C & W  
(26) 1944 (27) BN, CP &  
BN Voice

#### CKEN, KENTVILLE

1,000 watts on 1350 kcs.  
(1) Evangeline Broadcasting Co.  
Ltd. (2) Kentville (3) (902)  
678-7455, 678-2111.  
(4) F.J. Burns (5) W.A. Bishop  
(7) George Gamble (9) A.C.  
Williamson (11) Loran Fevens  
(12) Ron Pulsifer  
(14) Will Bishop  
(17) Wanda Best (19) David  
Morrison (20-23) Group One  
Radio (26) 1948

#### CKAD, MIDDLETON

1,000 watts on 1490 kcs.  
(1) Evangeline Broadcasting Co.  
Ltd. (2) Middleton (3) (902)  
678-2111 (4-23) same as CKEN  
(26) 1962

#### CKEC, NEW GLASGOW

5,000 watts on 1,320 kcs.  
(1) Hector Broadcasting  
Co. (2) 130 George Street  
P.O. Box 519 (3) (902)  
752-4200 (4,5) D.B. Freeman

(7) W.E. Boyce (8) W.A.  
MacCulloch (10) W.E. Graham  
(11) Mrs. Jean Gourley  
(12) W.A. MacCulloch  
(13) John D. MacDonald  
(17) Mrs. Violet Robertson  
(18) L. O'Neil (19) R.A.  
Freeman (20-23) Radio-TV  
Reps (24) Don Cooke  
(25) M.O.R., C & W, Rock  
(26) 1953 (27) BN

#### CBA, SACKVILLE

50,000 watts on 1070 kcs.  
(1) Canadian Broadcasting  
Corp. (2) P.O. Box 3000, Halifax  
(5) S.R. Kennedy (26) 1939

#### CBI, SYDNEY

10,000 watts on 1140 kcs.  
(1) Canadian Broadcasting  
Corp. (2) P.O. Box 700  
(5) K.R. Hill (26) 1948

#### CHER, SYDNEY

10,000 watts on 950 kcs.  
(1) CHER Broadcasters Ltd.  
(2) P.O. Box 950 (3) (902) 539-  
2900 (4) R. David Neima (5) R.J.  
McGuigan (6) R.A. Rosvold  
(7) Bob McGuigan  
(8) C. Weldon Boone (9,11) Ron  
MacInnis (12) Jim Lovelace  
(15) Mrs. Gayle Allen  
(17) Mrs. Ursula Kieley  
(19) Alfred Frison  
(20-23) Hardy Radio & TV  
(24) Canadian Standard  
(25) M.O.R., C & W  
(26) 1965  
(27) Contemp. News,  
BN, CP

#### CJCB, SYDNEY

10,000 watts on 1,270 kcs.  
(1) Cape Breton Broadcasters  
Limited (2) P.O. Box 1270  
(3) (902) 564-5596 TLX 014-45195  
(4) Marvin Nathanson  
(5) Norris L. Nathanson  
(7) Miss W. McDonald  
(8) Lloyd Taylor (9) Norris L.  
Nathanson (10) R. Robertson  
(11) Mrs. D. Fougere  
(12) Don MacIsaac  
(13) Clayton Campbell  
(15) Miss Terry MacLellan  
(16) Miss W. McDonald  
(17) Miss J. Redmond  
(18) Bill Warren (19) Alf  
Vernon (20-24) All-Canada  
(25) Varied (26) 1929  
(27) SBN

#### CKCL, TRURO

1,000 watts on 600 kcs.  
(1) Colchester Broadcasting  
Co. Ltd. (2) P.O. Box 788  
(3) (902) 893-4491  
(4,5,7) J. Arthur Manning  
(9) W. Frank Harvey  
(11) Jack S. Armstrong  
(12) Mrs. Muriel Laker  
(13) Frank MacDonald, Bob  
Henry (14) Frank MacDonald  
(17) Mrs. Ruby McSween  
(18) Bob Bartlett  
(19) E. Sid Bernasconi  
(20,21) Group One  
(24) Hooper Jones & Assoc.  
(25) M.O.R., C & W  
(26) 1947 (27) BN

#### CFAB, WINDSOR

250 watts on 1450 kcs.  
(1) Evangeline Broadcasting Co.  
Ltd. (2) Windsor (3) (902)  
678-2111 (4) F.J. Burns  
(5) W.A. Bishop (7) George  
Gamble (9) A.C. Williamson  
(11) Loran Fevens  
(12) Ron Pulsifer  
(14) Will Bishop (17) Wanda  
Best (19) David Morrison  
(20-23) Group One  
(26) 1945

**ATLANTIC PROVINCES**

Cont.

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date
- (27) News Service Affiliations

**AM****CJLS, YARMOUTH**

250 watts on 1340 kcs.  
 (1) Radio CJLS Limited  
 (2) Box 9, 222 Main St.  
 (3) (902) 742-4343  
 TLX 014-48522 (4) L.G. Trask (5,7) W.A. Lindsey (8-11) Don Mabee (12) Russ Kelly (13) Paul Kennedy (16) W.A. Lindsey (17) Mrs. M.D. Newell (19) Don Smith (20-23) Group One (24) Weed (25) M.O.R., C & W (26) 1934 (27) BN

**PRINCE EDWARD ISLAND****CFCY, CHARLOTTETOWN**

10,000 watts on 630 kcs.  
 (1) The Island Radio Broadcasting Co. Ltd.  
 (2) P.O. Box 1060  
 85 Kent Street (3) (902) 894-7347 (5) R.F. Large (7) E.P. Williams (8) L. McAulay (12) W.B. Carter (13) Loman McAulay (14) D. Ward (15) Jane Weldon (16) M.E. Large (17) E.P. Williams (18) D. Wood (20-24) All-Canada (25) M.O.R. (26) 1922 (27) BN

**CJRW, SUMMERSIDE**

250 watts on 1240 kcs.  
 (1) Gulf Broadcasting Co. Ltd. (2) 218 Water St. (3) (902) 436-2201-02 (4,5) R.C. Schurman (6) Paul Schurman (7) Bob Schurman - Nat'l Paul Schurman - Local (9) John Perry (12) Eric Carr (13) Paul Schurman (14) Lowell Huestis (15) Mrs. Margaret Ann Craig (16) John Perry (17) Miss Rose Ann Richard (19) Fred MacFarlane (20-23) Radio-TV Reps (25) M.O.R., Top 40 (26) 1948 (27) BN

**NEWFOUNDLAND****CBY, CORNER BROOK**

10,000 watts on 990 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 610 (5) C.V. Hierlihy (26) 1943

**CFCB, CORNER BROOK  
CFSX, STEPHENVILLE**

CFCB, 1,000 watts on 570 kcs.  
 CFSX, 500 watts on 910 kcs.  
 (1) Humber Valley Broadcasting Co. Ltd.  
 (2) P.O. Box 790, Corner Brook (3) (709) 634-3111 (4) Dr. Noel F. Murphy (5) James R. O'Rourke (7) Gordon Pittman (8) George Buffett (9) Robert Capp (10) Gerald Murphy (11) Dorothy R. Marche (12) John Penney (13) Joseph Mullins (16) Vincent J. Rossiter (17) Roger Humber (18) Wayne Morrison (19) Joseph Parsons (20-23) Radio & TV Sales (24) Canadian Standard (25) M.O.R. (26) 1960 (27) BN

**CBG, GANDER**

250 watts on 1450 kcs.  
 (1) Canadian Broadcasting Corp.  
 (2) 98 Sullivan Ave.  
 (5) L.H. Harvey (26) 1943

**CJOX, GRAND BANK**

1,000 watts on 710 kcs.  
 (1) Nfld Broadcasting Co.  
 (2) Box 189 (3) (709) 832-2650, 2670  
 (4) Colin Jamieson (5,7,8,9) Cyril Peckford (11) Dave Maunder (12,13) Howie Hickman (16,17) Cyril Peckford (20-23) Stephens & Towndrow (24) Weed (25) M.O.R., C & W (26) 1967 (27) BN

**CBT, GRAND FALLS**

10,000 watts on 540 kcs.  
 (1) Canadian Broadcasting Corp. (2) High St. & Mill Rd. (5) M.A. Grace (26) 1949

**CJCN, GRAND FALLS**

10,000 watts on 680 kcs.  
 (1) Nfld Broadcasting Co. Ltd.  
 (2) P.O. Box 458 (3) (709) 2470 TLX 016-4237  
 (4) Colin Jamieson (5-9) Mike Roberts (10,11) Fred Greening (12) Boyne Cramm (13) Gordon Lannon (16) Rex Sterling (17) Doreen Chamberlain (18) Len White (19) Bill Whitehorse (25) Pop., C & W (26) 1965 (27) BN

**CKCM, GRAND FALLS**

10,000 watts on 620 kcs.  
 (1) Colonial Broadcasting System Ltd. (2) P.O. Box 430 (3) (709) 489-2192 (4) J.V. Butler (5) J.M. Murdoch (7) Ed Connolly (8,9) John Murphy (10) Bruce MacDonald (11) Jerry Sullivan (12) Elmer Harris (13) Bruce MacDonald (15) Larry Dickinson (16) John Murphy (17) Miss Ollie Ellis (18) John Murphy

(19) Grayson Feltham (20,21) Paul Mulvihill (24) Canadian Standard (25) M.O.R., C & W, Pop (26) 1962 (27) SRN

**CFGB, HAPPY VALLEY**

1,000 watts on 1340 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G.E. Frederick (26) 1943

**CHCM, MARYSTOWN**

1,000 watts on 560 kcs.  
 (1) Colonial Broadcasting System Ltd. (2) P.O. Box 560 (3) 279-2560 (4) Joseph V. Butler (5) Charles Noseworthy (7) Mike McHugh (9) Charles Noseworthy (10) James Coady (11) Charles Noseworthy (12,13) Robert Power (16) Charles Noseworthy (17) Margaret Drake (18) James Coady (19) Walter B. Williams (20,21) Paul Mulvihill (24) Canadian Standard (25) MOR, C&W, Teen (26) 1961

**CBN, ST. JOHN'S**

10,000 watts on 640 kcs  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A.K. Morrow (26) 1932

**CJON, ST. JOHN'S**

10,000 watts on 930 kcs.  
 (1) Nfld Broadcasting Company Limited  
 (2) P. O. Box 5189  
 (3) (709) 579-5015  
 TLX 016-355 (4,5) Colin Jamieson (6) Merv Russell (9) Dave Maunder (10) Bob Lewis (12) Ken Meeker (13) Howie Meeker (15) Mrs. Muriel Tucker (16) Rex Stirling (17) Miss Emilie Davis (18) Chuck Peddle (19) Oscar Hierlihy (20-23) Stephens & Towndrow (24) Weed (25) M.O.R. (26) 1951 (27) BN

**VOCM, ST. JOHN'S**

10,000 watts on 590 kcs.  
 (1) Colonial Broadcasting System Limited  
 (2) P. O. Box 4-590  
 (3) (709) 726-5590  
 (4) Joseph V. Butler (5,7) W. Williamson (12) Noel J. Vinnicombe (13) George McLaren (16) Buddy Guilfoyle (17) David Broomfield (19) Walter B. Williams (20,21) Paul Mulvihill (26) 1936 (27) BN, SRN

**VOAR, ST. JOHN'S**

100 watts on 1230 kcs.  
 (1) Seventh-day Adventist Church (2) 106 Freshwater Rd. (3) (709) 579-2582 (5) R.A. Matthews (9) Mrs. Aileen Matthews (10) Don Hodder (17) Mrs. C. Fifield (25) M.O.R., Religiuous (26) 1929

**VOWR, ST. JOHN'S**

1,000 watts on 800 kcs.  
 (1) Wesley United Church (2) P.O. Box 1567 (4,5,9) Everett Hudson (10) Fred Cornick (19) Roland Peddle (25) Light classical, classical (26) 1924

**FM****NEW BRUNSWICK****CFBC-FM, SAINT JOHN**

6,000 watts on 93.0 mcs.  
 (1) Fundy Broadcasting Co. Ltd. (2) P.O. Box 930 (3) (506) 692-067 (4) James H. Turnbull (5) Robert A. Lockhart (6) Fletcher Till (7) Ethel Bosence (8) Wava Ogles (12) Dave White (13) Ralph McLenaghan (15) Kay Ramsey (17) Frances Murphy (19) Angus Weeks (20,21) Radio-TV Reps (25) M.O.R., Classical (26) 1964 (27) BN

**NOVA SCOTIA****CHNS-FM, HALIFAX**

19,500 watts on 96.1 mcs.  
 (1) Maritime Broadcasting Company Limited (2) Box 400 (3) (902) 422-1651 (4) Graham W. Dennis (5) Fred W. Arenburg (7) H.A.L. Stephens (9) Robert G. Oxley (10) John Cable (11) Robert Cooke (12) Gerald N. Kendrick (13) Charles Hickey (17) Mrs. Judy Nicholson (18) Carl Westhaver (19) Richard H. Parker (20,21) Stephens & Towndrow (22) All-Canada (23) Stephens & Towndrow (24) All-Canada (25) M.O.R. (26) 1948 (27) BN, SRN, CP

**CKWM-FM, KENTVILLE**

18,000 watts on 97.7 mcs.  
 (1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St. (3) (902) 678-2111 (4) F.J. Burns (5) Williard Bishop (7) George Gamble (8-11) Lon Fevens (12) Ron Pulsifer (13) Arnie Edwards (15) Mrs. Diana Bishop (16) Loran Fevens (17) Miss Wenda Best (19) David Morrison (20-23) Group One (24) Hooper-Jones & Assoc. (25) M.O.R., light classic (26) 1965 (27) BN

**CJCB-FM, SYDNEY**

645 watts on 94.9 mcs.  
 (1) Cape Breton Broadcasters Limited (2) P.O. Box 1270 (3) (902) 564-5596 TLX 014-45195 (4) Marvin Nathanson (5) Norris L. Nathanson (7) Miss W. McDonald (8) Lloyd Taylor (9) Norris L. Nathanson (10) R. Robertson (11) Mrs. D. Fougere (12) Don MacIsaac (13) Clayton Campbell (15) Miss Terry MacLellan (16) Miss W. McDonald (17) Miss J. Redmond (18) Bill Warren (19) Alf Vernon (20-24) All-Canada (25) M.O.R., Classical (26) 1964 (27) SBN

**CKCL-FM, TRURO**

360 watts on 100.9 mcs.  
 (1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (902) 893-4491 (4,5,7) J. Arthur Manning (9) W. Frank Harvey (11) Jack S. Armstrong (12) Mrs. Muriel Laker (13) Frank MacDonald & Bob Henry (14) Frank MacDonald (17) Mrs. Ruby McSween (18) Bob Bartlett (19) E. Sid Bernasconi (20,21) Group One (24) Hooper Jones & Assoc. (25) M.O.R., Light classic (26) 1965 (27) BN

# TELEVISION

## KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities:

A-network feed, B-film color, C-VTR color, D-local live color, E-mobile units

## NEW BRUNSWICK

### CBAFT, MONCTON

5,030 watts audio, 10,060 watts video on Channel 11  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 950  
 (5) G. Theriault (27) 1959

### CKCW-TV, MONCTON

15,000 watts audio, 25,000 watts video on Channel 2  
 (1) Moncton Broadcasting Ltd.  
 (2) P. O. Box 1220  
 (3) (506) 855-1220  
 (4) F.A. Lynds (5) J.S. Irvine (6) D. Eagles  
 (7) F. Paterson (8) W. Brown  
 (9) J.S. Irvine (10) W. Murray  
 (11) S. Wartman (12) C. Cain  
 (13) G. Cooper (15) Mrs. H. Crocker (16) W. Lynds  
 (17) Mrs. M. Tait (18) S.B.R. Morton (19) K. MacConnell  
 (20) D. Shand (21) Mrs. H. Fairweather (22,23) Paul Mulvihill (24) A.J. Messner  
 (25) Stephens & Towndrow  
 (26) Canadian Standard  
 (27) 1954 (28) A, C

#### Rebroadcasting Stations

Channel	Location
7	Newcastle, N.B.
7	Harrison Brook, Que.
12	Upsalquitch Lake, N.B.

### CHSJ-TV, SAINT JOHN

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) New Brunswick Broadcasting Co. Ltd. (2) 335 Union Street (3) (506) 657-3410  
 TLX 014-47218 (4) L.F. Daley  
 (5) G.A. Cromwell (6) Gerry Gormley (7) W.A. Stewart  
 (8) Earl McCarron (9) W.A. Stewart (10) Denny Comeau  
 (12) W.K. Donovan (13) Gary Murphy (15) Mrs. Laura Foster (16) Earl McCarron  
 (17) Mrs. Doreen Meltzer  
 (19) W.A. Piekarski  
 (20) Merv Hebb (21) Herb Sullivan (22-26) All-Canada  
 (27) 1954 (28) A

#### Rebroadcasting Station

Channel	Location
6	Bon Accord

### CBHT, HALIFAX

8,400 watts audio, 56,000 watts video on Channel 3  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 3000  
 (5) J. Simonsen (27) 1954

#### Rebroadcasting Stations

Channel	Location
12	Liverpool
8	Shelborne
11	Yarmouth
11	Sheet Harbour

## NOVA SCOTIA

### CBHT, HALIFAX

8,400 watts audio, 56,000 watts video on Channel 3  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 3000  
 (5) J. Simonsen (27) 1954

#### Rebroadcasting Stations

Channel	Location
12	Liverpool
8	Shelborne
11	Yarmouth
11	Sheet Harbour

### CJCH-TV, HALIFAX

50,000 watts audio, 100,000 watts video on Channel 5  
 (1) CJCH Limited  
 (2) 2885 Robie Street  
 (3) (902) 455-0481 TLX 014-422826 (4,5) E. Finlay MacDonald (6) G.D. Benwell  
 (7) D.A. Clarke - Nat'l G.A. Johns - Regional  
 (8) Charles Doucet  
 (9) L.A. Knoke (10) Murray MacIvor (16) Mrs. Ann Waterhouse (17) Ralph Tingley (18) Jack Dowell  
 (19) John G. Jay (20) Vic Perry (21) David Ferraz  
 (22-25) Stovin-Byles TV  
 (26) ABC International  
 (27) 1960 (28) A

#### Rebroadcasting stations

Channel	Location
10	Canning
6	Digby
8	Amherst

### CJCB-TV, SYDNEY

108,000 watts audio, 180,000 watts video on Channel 4  
 (1) C.B. Broadcasters Ltd.  
 (2) P. O. Box 469  
 (3) (902) 562-551 TLX 014-45195  
 (4,5) J. Marvin Nathanson  
 (6) Bill Holmes (7) K.M. Boyce  
 (8) Ken Betts (9) Mrs. M.C. MacQuarrie (11) Aubrey Boone (12) Bill Jessome  
 (13) Don MacIsaac (15) Ann Terry MacLellan (16) Mrs. T.Nagy  
 (17) Mrs. M.C. MacQuarrie  
 (18) Horst Paufler (19) W.A. Robert (20) W.A. MacTavish  
 (21) Ron Demers (22-26) All-Canada (27) 1954 (28) A

#### Rebroadcasting Stations

Channel	Location
6	Inverness
9	Antigonish

## PRINCE EDWARD ISLAND

### CBCT-TV, CHARLOTTETOWN

39,500 watts audio, 79,000 watts video on Channel 13  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 515  
 (3) (902) 892-3591 TLX 014-4476  
 (6) R.G. Smith (7) G.H. MacMillan (12) Bill Hanrahan  
 (13) Geo. MacMillan  
 (17) John Stewart  
 (20) John Phillips  
 (22,23,26) Nat'l Selective Sales (27) 1968 (formerly CFCY) (28) A, B, C

#### Rebroadcasting Stations

Channel	Location
7	New Glasgow, N.S.

## NEWFOUNDLAND

### CJON-TV, ST. JOHN'S

110,000 watts audio, 27,500 watts video on Channel 6  
 (1) Nfld Broadcasting Company Limited  
 (2) P. O. Box 5189  
 (3) (709) 579-5015 TLX 016-355  
 (4,5) Colin Jamieson  
 (6) John Tessier (7) Colin Jamieson (8) Hubert Jamieson (9) Colin Jamieson  
 (10) Bob Lewis (12) Ken Meeker (13) Howie Meeker  
 (15) Mrs. Muriel Tucker  
 (16) Rex Stirling (17) Miss Emilie Davis (18) Mrs. Elizabeth Murpny  
 (19) Oscar Hierlihy  
 (21) Clyde Barrett  
 (22-25) Stovin-Byles TV  
 (26) Weed (27) 1955  
 (28) A, B, C, E

#### Rebroadcasting Stations

Channel	Location
10	Corner Brook
4	Central Nfld
13	St. Alban's
3	Argentia
10	Bonavista
10	Lawn
10	Grand Bank

### CFLA-TV, GOOSE BAY

435 watts audio, 870 watts video on Channel 8  
 CBC Management Representative,  
 Station CFLA-TV, U.S.A.F. Side,  
 Goose Bay, Labrador, 'Sub' A'.  
 (4) M.A. Grace.

### CBYT, CORNER BROOK

2,320 watts audio, 10,000 watts video on Channel 5  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 610  
 (5) A.W. Barrett (27) 1959

#### Rebroadcasting Stations

Channel	Location
8	Stephenville
12	Deer Lake
3	Port aux Basques
6	St. Andrews

### CBNT, ST. JOHN'S

98,000 watts audio, 196,000 watts video on Channel 8  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 5490  
 (5) A.K. Morrow (27) 1964

#### Rebroadcasting Stations

Channel	Location
13	Port Rexton
12	Placentia
5	Marystown
9	St. Alban's

### CJCL-TV, LABRADOR CITY

295 watts audio, 590 watts video on Channel 13  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 1940  
 (5) Alex F. Hicks (27) 1965

# N.W.T. & YUKON

## AM RADIO

### CFWH, WHITEHORSE

1,000 watts on 570 kcs.  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 730  
 (5) R. St. Julien (26) 1951

### CHAK, INUVIK

1,000 watts on 860 kcs.  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 1220  
 (5) Elijah Menarik (26) 1960

### CFYK, YELLOWKNIFE

1,000 watts on 1340 kcs.  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 160  
 (5) Harold Brown (26) 1958

### CFFB, FROBISHER BAY

40 watts on 1200 kcs.  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 490  
 (5) R. Stanley (26) 1961

### CFMR, FORT SIMPSON

25 watts on 1490 kcs.  
 (1) Community Club (2) Fort Simpson (5) R. Bridge  
 (6) P. Comer (25) Popular, western (26) 1959

### CFYK-TV, YELLOWKNIFE

5.95 watts audio, 59.5 watts video on Channel 8  
 (1) Cdn. Broadcasting Corp.  
 (2) PO Box 160  
 (3) (403) 873-4487 TLX 037-4-342 (5) Harold Brown  
 (19) Peter Radcliffe (27) 1967  
 Frontier Coverage Package

## TELEVISION

### CFYK, YELLOWKNIFE

5,950 watts audio, 59,500 watts video on Channel 8  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 160  
 (5) A.J. Wybrew (27) 1967  
 Recorded Delay Station

### WHTV, WHITEHORSE, YUKON

Channel 4 closed circuit (5000) system. (1) Northern Television Systems Ltd. (2) Box 1163  
 (3) (403) 667-2359, TLX c/o 0498-274 (4) R. Hougan  
 (5-7) Bert Wybrew (22,23) Radio & TV Sales (24) Broadcast Reps  
 (25) Hardy Radio & TV (27) 1958

JEROME S. STANFORD of New York City, a partner in the firms of Stanford Associates Inc., Stanford Associates Ltd., and Magic Carpet Pictures Inc., of New York and Toronto, died suddenly in New York on March 13, 1969. In addition to his association with the Stanford group of companies, Jerome Stanford was Vice President of Knirps International. He is survived by his wife, Mrs. Barbara Weir Stanford, two daughters and a son; Mrs. L. Stanford of Miami Beach; and his brother, Lester F. Stanford.

# STATION GROUPS

## ALL-CANADA RADIO & TELEVISION LIMITED

### RADIO MARITIMES

CJCB Sydney  
CFCY Charlottetown  
CHSJ Saint John

### GOLDEN TRIANGLE

CKKW Kitchener  
CJOY Guelph

### SOUTHERN ALBERTA RADIO

CHAT Medicine Hat  
CJOC Lethbridge

### OKANAGAN MAINLINE RADIO

CJIB Vernon  
CKOV Kelowna  
CKOK Penticton  
CFJC Kamloops

### FRASER VALLEY RADIO

CHWK Chilliwack  
CFVR Abbotsford

### RADIO B.C.

*Includes Okanagan Mainline Radio/  
Fraser Valley Radio*

CKCQ Quesnel  
CKWL Williams Lake  
CJAT Trail  
CKPG Prince George

### U.S. GROUP REPRESENTATION:

#### RADIO MUSKOKA

CKMP Midland  
CKAR Muskoka/Parry Sound

#### ONTARIO FIVE

CFCH North Bay  
CJKL Kirkland Lake  
CKGB Timmins  
CHEX Peterborough  
CKWS Kingston

### GROUP ONE RADIO LIMITED

#### GROUP ONE COMBINATIONS

CKLD Thetford Mines  
CKFL Lac Megantic, P.Q.

CKSW Swift Current  
CJSN Shaunavon, Sask.

CFSL Weyburn  
CJSL Estevan, Sask.

### GROUP ONE ATLANTIC

CKBW Bridgewater  
CJFX Antigonish  
CFAB Windsor, N.S.  
CKDH Amherst  
CKEN Kentville  
CKCL Truro  
CKAD Middleton  
CKDY Digby

### GROUP ONE QUEBEC

CKLD Thetford Mines  
CFDA Victoriaville  
CKML Mont Laurier  
CHGB Ville la Pocatiere  
CKVM Ville Marie

CHVD Dolbeau  
CHLC Hauterive  
CJSA Ste. Agathe Des Monts  
CFLM La Tuque

### GROUP ONE BRITISH COLUMBIA

CKKC Nelson  
CFKC Nelson  
CKEK Cranbrook  
CKXR Salmon Arm  
CKCR Salmon Arm

### HARDY RADIO & TELEVISION LTD. NORTH-EASTERN NEW BRUNSWICK RADIO GROUP

CKBC Bathurst  
CKNB Campbellton  
CKMR Newcastle

### RADIO NORD NETWORK

CKRN Rouyn  
CHAD Amos  
CKLS La Sarre  
CKVD Val d'Or

### WESTERN CANADA FRENCH RADIO GROUP

CKSB St. Boniface, Man.  
CFRG Gravelbourg, Sask.  
CFNS Saskatoon, Sask.  
CHFA Edmonton, Alta.

*(The Western Canada French Radio  
Group is represented by A.J. Messner  
Co. Ltd., in Winnipeg; Radio-Television  
Representatives in Vancouver.)*

### PAUL MULVIHILL & CO. LIMITED

#### GROUP CENTRAL RADIO

CKBB Barrie  
CKCB Collingwood  
CFOR Orillia  
CKMP Midland  
CKAR Muskoka  
CKAR-1 Parry Sound

### LORRIE POTTS & CO. LTD.

#### RADIO TWO

CKNX Wingham  
CFOS Owen Sound

#### ALGOMA RADIO

CKCY Sault Ste. Marie  
CJNR Blind River  
CKNR Elliot Lake

#### CHNO/CFBR

CHNO Sudbury  
CFBR Sudbury

### RADIO-TELEVISION REPRESENTATIVES LIMITED

#### PEACE RIVER PARLAY

CJDC Dawson Creek  
CFNL Fort Nelson  
CKNL Fort St. John  
CKYL Peace River

### WOODSTOCK-STRATFORD

CKOX Woodstock  
CJCS Stratford

### SMITHERS & BURNS LAKE

CFBV Smithers, B.C.  
CFLD Burns Lake, B.C.

### THE TALL TOTEM RADIO SYSTEM

CHTK Prince Rupert  
CKTK Kitimat  
CFTK Terrace

### GOLDEN WEST MARKET

CKX Brandon  
CKDM Dauphin  
CJGX Yorkton

### STANDARD BROADCAST SALES CO. LIMITED

#### THE ONTARIO FIVE

CKWS Kingston  
CHEX Peterborough  
CFCH North Bay  
CKGB Timmins  
CJKL Kirkland Lake

#### KING/PETE RADIO

CKWS Kingston  
CHEX Peterborough

#### TRINOR

CFCH North Bay  
CKGB Timmins  
CJKL Kirkland Lake

#### NIAPENIN RADIO

CJRN Niagara Falls  
CKTB St. Catharines

### STEPHENS & TOWNDROW CO. LTD.

#### CJON RADIO SYSTEM, NEWFOUNDLAND

CJON St. John's  
CJCN Central Newfoundland  
CJOX Southern Newfoundland

### MAJOR MARKET BROADCASTERS LIMITED (Montreal, Toronto, Vancouver only)

#### RADIO HALIFAX

CJCH Halifax  
CFDR Dartmouth

#### NORTH-WESTERN ONTARIO GROUP

CKPR AM/FM Port Arthur  
CJRL Kenora  
CKDR Dryden  
CFOB Fort Frances

### ALL-CANADA RADIO & TELEVISION LIMITED

#### BRITISH COLUMBIA INTERIOR TV

CHBC-TV Okanagan  
CFCR-TV Kamloops

#### "KING/PETE"

CKWS-TV Kingston  
CHEX-TV Peterborough

#### VANCOUVER/VICTORIA

CHAN-TV Vancouver  
CHEK-TV Victoria

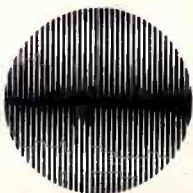
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## ALL-CANADA RADIO & TELEVISION LTD.

**Toronto:** 1000 Yonge St. (416) 925-9361. President - J. Stuart MacKay. Vice-Pres. and Gen. Mgr. - Ross A. McCreath. Vice-Pres. and Secretary-Treasurer - Eric Williams. Vice-Pres. - Radio - K.A. Baker. Vice-Pres. TV - Donald M. Smith.

**Montreal:** 925 Dominion Square Bldg., (514) 861-5654. Mgr. - Peter Sisam.

**Calgary:** 1230 17th Ave. S.W., 244-2455. Manager - Jack Cavanaugh.

**Winnipeg:** #208, 181 Pioneer Ave., WH 2-6861. Manager - Bill Edge.

**Vancouver:** One Bentall Centre, MU 4-7461. Manager - Arnold Nelson.

**New York:** 10 Rockefeller Plaza, #518. C16-1425. Manager - Neil Henderson.

**Chicago:** 333 North Michigan Ave., #916. 372-2528. Ken Schaefer.

**Hollywood:** 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.

**Atlanta:** 1371 Peachtree St., #422. TR 5-6644. Bob Baird.

**Dallas:** 1407 Main Street, #1419. Dallas, Texas 75201, RI7-3723. Jim Hughes.

## BROADCAST REPRESENTATIVES LTD.

**Winnipeg:** P.O. Box 801, (204) 582-2918. Pres. - J.O. Bick; Executive Director - Mrs. Helen M. Kolomaya.

## GROUP ONE RADIO LTD.

**Toronto:** 400 Jarvis St., (416) 923-0919. Bev Martin, John Burns, Ian MacPherson.

**Montreal:** 1500 Stanley St., #426 (514) 849-1303. Vice-Pres. and Manager - Al Bazinet. Don Morton.

**Halifax:** Group One Atlantic; 1749 Oxford St., (902) 429-2212. Art Peters.

**Vancouver:** 1033 West Pender, #301 (604) 682-6391. Jim W. Stovin.

**Winnipeg:** 365 Broadway Avenue, (204) 942-1892. Harold Olson.

## HARDY RADIO & TV LTD.

**Toronto:** 19 Richmond St., W-Suite 301, (416) 363-9433. TLX 02-2393. Gen. Manager - Arthur Harrison.

**Montreal:** 1010 St. Catherine St. W., Mezzanine 11, (514) 861-5461. TLX 05-267580. Manager - George Hallman.

**Quebec City:** 1143 St. John Street, (418) 522-8177. M. Aurele Pelletier.

**Winnipeg:** P.O. Box 801, (204) 582-2918. Mrs. Helen Kolomaya.

**Vancouver:** 1006 Richards Street, (604) 688-5696. James Crawford.

## INDEPENDENT CANADIAN TV SALES LTD. (I.C.T.V.)

**Toronto:** 175 Bloor St. E., (416) 923-2451. D.M. 'Doug' Pearson, T.B.J. 'Tom' Atkins, R.A. 'Bob' Stevenson, Vera Bayrak (traffic).

**Montreal:** #206, 1118 St. Catherine St. W., (514) 861-3395. Lincoln 'Link' A. Mayo.

## PAUL L'ANGLAIS INC.

**Toronto:** 7: 2160 Yonge St., (416) 487-1551. Manager - A.L. d'Eon.

**Montreal:** 133: 1405 Alexandre DeSeve St., (514) 526-9201. VP Local & Regional - Guy Davlault; VP General Manager - Gilles Loslier.

## MAJOR MARKET BROADCASTERS LTD.

**Toronto:** 7: 1255 Yonge St., (416) 929-3301. W.D. Whitaker, R.D. Munro, J. Bart Gibb, L.J. Kennedy, R.H. Sheppard, Ken Munro, J.H. McCarthy.

**Montreal:** 2: Le Cartier, 1115 Sherbrooke St. W., (514) 845-4111. E.R. Richmond, E.A. Ross, John Rourke.

## A. J. MESSNER & CO. LTD.

**Winnipeg:** 2: #802-228 Notre Dame Ave., (204) 943-9574. Pres. - A.J. 'Tony' Messner. Mgr. - Murray Messner. Telex 03-5563.

## PAUL MULVIHILL & CO. LTD.

**Toronto:** #214, 4 Richmond Street E., (416) 363-8814. TLX 02-2648. Paul Mulvihill, Norm Bonnell, Bus Sadler, Bob Dale, Peter Jackman, Roy Green.

**Montreal:** #506, 1434 St. Catherine St. W., (514) UN 1-7987. TLX 012-0836. Radio & television, Ken Billings, Norm Guilfoyle.

## LORRIE POTTS & CO. LTD.

**Toronto:** 7: 13A St. Clair Avenue, W., (416) 921-8951. Mgr., Lorrie Potts.

**Montreal:** 1117 St. Catherine St. W., (514) 845-6448. Mgr., Scotty Sheridan.

## RADIO HOUSE LIMITED

**Toronto:** 7: 64 Merton Street, (416) 481-5101. J. Richard Guest, Wm. R. Hazell, John Gibson.

**Montreal:** Suite 14, Laurentien Hotel, (514) 878-1470. Tom Parkes, Manager.

## RADIO-TELEVISION REPRESENTATIVES LTD.

**Toronto:** 2 St. Clair Ave., W., (416) 927-3221. Pres. & Gen. Mgr., Gordon Ferris. Executive Vice-Pres. & Gen. Sales Mgr., Bob Quinn. Vice-Pres. & Mgr. TV - Eric Viccary. Radio Sales Mgr., Jim Barnes.

**Montreal:** Cantlie House, 1110 Sherbrooke St. W., (514) 288-1188. Mgr., Arthur Patterson.

**Vancouver:** 1131 Richards Street, (604) 685-0288. Vice-Pres., Frank Jobes.

**Winnipeg:** 2: #802, 228 Notre Dame Ave., (204) 943-9574. A. J. Messner.

## RADIO & TELEVISION SALES INC.

**Toronto:** 5: 85 Bloor St. E., (416) 924-4477. TLX 02-21129. TWX 610-491-4205. Mgr., Andy McDermott. Keith Kearney, Ted Brock, Frank Gardiner.

**Montreal:** 1507 Le Cartier, Peel & Sherbrooke, (514) 849-1131. TWX 610-421-3388. Manager, Paul McDermott.

## STANDARD BROADCAST SALES COMPANY LIMITED

**Toronto:** 7: 2 St. Clair Avenue W., (416) 924-5721. Pres., Waldo J. Holden.

**Toronto Major Market, Vice-Pres. & Gen. Mgr.,** Arnold W. Stinson.

**Toronto Regional Div. Vice-Pres. & Sales Mgr.,** Fred Ursel.

**Montreal:** 1407 Mountain Street, (514) 849-2454. Vice-Pres. & Mgr., Richard R. Moody.

## STEPHENS & TOWNDROW CO. LIMITED

**Toronto:** 2 Carlton Street, (416) 363-9391. TLX 02-29910. Pres. & Managing Director - Allan Slaughter. Vice-Pres. & Mgr. - Charles W. Fenton.

**Montreal:** #675, 2055 Peel Street, (514) 844-3975. TLX 01-26317. Vice-Pres. & Mgr. - Guy Royal.

**Vancouver:** #602, 1033 Davie Street, (604) 684-6277. TLX 04-5341. Manager - John R. Grant.

**STEPHENS & TOWNDROW CO. LIMITED Television Division:** 2 Carlton St., Toronto, (416) 363-6341. TWX 610-491-2208. Manager - Fred Smith.

## STOVIN-BYLES TELEVISION LTD.

**Toronto:** 400 Jarvis St., (416) 924-5764. Pres. & Managing Director, W.D. Byles. Exec. Vice-Pres., W.H. Clark. Vice-Presidents, W.S. MacDonald, F.G. Strange, A.A. Panza.

**Montreal:** #428, 1500 Stanley Street, (514) 849-7731. S. Waldo, J.R. Welcher.

**Winnipeg:** 365 Broadway, (204) 942-1892. Manager, Harold Olson.

**Vancouver:** 1033 West Pender Street, (604) 682-6391. Vice-Pres. & Mgr., J.W. Stovin.

## WESTERN BROADCAST SALES

**Vancouver:** 815 McBride Plaza, New Westminster, (604) 522-4521. Manager, Mike Davies. Sales Manager, Jim Cox.

**Winnipeg:** 930 Portage Avenue, (204) 786-2471. Sales Mgr., Ted Smith.



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# U.S. SALES REPRESENTATIVES CANADIAN STATIONS

## ABC INTERNATIONAL TELEVISION INC.

New York 100 19: 1330 Ave. of the Americas (212) LT 1-7777. P.A. Petrino, Sales Mgr.  
Chicago: 190 N. State St. (312) AN 3-0800  
Los Angeles: 4151 Prospect Ave., (213) NO 3-3311.  
San Francisco: 277 Golden Gate Ave. (415) UN 3-0077.  
Detroit: 20777 West 10 Mile Rd., Southfield. (513) 444-1111.  
St. Louis: 5915 Berthold Ave. (314) MI 7-7777

## ALL-CANADA RADIO & TELEVISION LTD.

New York: 10 Rockefeller Plaza, 246-1425. Mgr., eastern division, U.S.A. & radio director, Neil Henderson. TV director, Alex Findlay.  
Chicago: 333 North Michigan Ave., 312-372-2528. Radio, Randolph Belli, TV, Ken Schaefer.  
Atlanta: 1371 Peachtree St., 404-875-6644. Manager, Robert M. Baird.  
Dallas 76201: #1419, 1407 Main Street, 214-747-3723. Manager, James Hughes.  
Hollywood: 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.

## CANADIAN STANDARD BROADCAST SALES LTD.

New York 10021: 654 Madison Avenue. (212) 838-5774. Vice-pres., TV & radio, Tom F. Malone. Telex, 12-6771.  
Atlanta: 1819 Peachtree Rd., (404) 355-4040. Mgr. H. M. Parks.  
Chicago: Prudential Plaza Bldg., (312) 642-6190. Mgr. Ernie Berger, Radio; Jim Parker, TV.  
Dallas: 501 Tower Petroleum Bldg., (214) 748-5239. Mgr., Clyde B. Melville.  
Los Angeles: 6290 Sunset Blvd., (213) 462-2289. Mgr., William L. Wallace.

St. Louis: 1615 Locust St., (314) 621-1424. Manager, Bruce W. Schneider.  
San Francisco: 500 Sansome Street, (415) 986-5366. Mgr., William B. Peavey.  
Portland: 913 Oregon Bank Bldg., (503) 227-5754. Albert R. McLaughlin.  
Seattle: Tower Bldg., (206) 623-1868. Manager, Hugh M. Feltus.

## DONALD COOKE INC.

New York 100 16: 10 East 39th Street, (212) 889-5443.  
Chicago 60645: 3322 W. Peterson Ave., (312) 478-5544.  
Kansas City 64105: 1012 Baltimore Ave., (816) 471-7822.  
Los Angeles: 911 North La Cienega Blvd., Beverly Hills 90211, (213) 652-1313.  
San Francisco 94105: 690 Market Street, (415) 397-0536.

## THE DEVNEY ORGANIZATION INC.

New York: 347 Madison Avenue, (212) 683-5830. NY 10017. President, Edward J. Devney.  
Chicago: 360 N. Michigan Avenue, (312) 263-5771. Manager, John Toothill.  
Hollywood: 1680 N. Vine Street, (213) 464-7395. Manager, Harlan G. Oakes.  
San Francisco 94111: #306, 700 Montgomery Street, (415) 397-0535. Manager, Ward Glenn.  
Kansas City: 1012 Baltimore Bldg., (816) 471-5502. Manager, Gene Gray.  
St. Louis: 1005 Syndicate Trust Bldg., 915 Olive Street, (314) 231-9151. Manager, Gene Gray.  
Boston: 100 Boylston St., (617) 482-4370. Manager, George Bingham.  
Detroit: 506 Park Ave. Bldg., (313) 961-9064. Manager, Tom Corlett.  
Dallas: Fidelity Union Bldg. 75201 (214) 747-0135. Manager, Mario Messina

## FORJOE TV INC.

New York: 500 Fifth Avenue, New York 10036. (212) 244-0552. President, Joseph Bloom.  
Chicago: 35 East Wacker Drive, (312) 467-6106.  
Los Angeles: 6725 Sunset Blvd., (213) 466-6884  
San Francisco: 700 Montgomery Street, (415) 397-0535.

## HARLAN G. OAKES, INC.

Hollywood 90028: 1680 N. Vine Street (213) HO 4-7395. H.G. Oakes, Art Crawford, Marty Costello, Dean Harter.  
San Francisco: 700 Montgomery, (415) 397-4827. Ward Glenn, Dave Sandeberg.  
Dallas: 1407 Main St., (214) 748-2172. Jack Riley.

## PAN AMERICAN BROADCASTING CO.

New York: 122 East 42nd Street, New York 10017. A. Van Mitchel. (212) Murray Hill 2-4500.

## E. S. SUMNER CORP.

New York 10036: 11 West 42nd Street, (212) 279-7080. TLX 012460. Pres., Gene Sumner. William Murray, Sherwood Sumner.  
Chicago: 333 Michigan Ave., N., (312) 782-0650. Ken Fleming.  
Los Angeles: 1801 Ave. of the Stars Gateway W., Century City. 277-0100. Ben F. Conway.

## WEED & CO.

New York: 347 Madison Ave., (212) 686-8970. Pres., Joe Weed. Roy Smith.  
Chicago: 20 North Wacker Drive, (312) 236-8887. Robert J. Walton, Earl J. Gallagher.  
Boston: Statler Bldg., (617) 482-6117. Kay Chille.  
Detroit: 1610 Book Bldg., (313) 961-2685. Bernard P. Pearse.  
Beverly Hills: 111 N. La Cienega Blvd., (213) 652-1313. Lee F. O'Connell, James Walsh  
San Francisco: 235 Montgomery Street, (415) 392-1507. Ward Glenn.

# NETWORKS

## CTV TELEVISION NETWORK LTD.

Toronto 5: 42 Charles Street, E., (416) 924-5454. TLX 02-2678. Chairman of the Board, Gordon F. Keeble; President, Murray Chercover; Vice-president marketing, Keith Campbell; General Sales Manager, Ray Junkin; National program director, Arthur Weinthal; Director of News Features and Information programming, Don MacPherson; Promotion manager, Philip Wedge; Manager, Broadcast Services, William Duncan.  
Montreal 114: 19 Edison, Place Bonaventure, (514) 878-3135. Manager, John T. Coleman.

## CANADIAN BROADCASTING CORP.

Ottawa: 1500 Bronson Ave., P.O. Box 478, Terminal A. President, George F. Davidson; Executive Vice-President, Laurent Picard; Vice-president planning and assistant chief operating officer, J.P. Gilmore; Vice-president, corporate affairs, R.C. Fraser; Vice-president programming, M. Quimet; Vice-president & Gen. Manager,

Regional Broadcasting, C. Jennings; Director-General, External Services Division, H.G. Walker; Director of station relations, I.M. Ritchie; Director of information services, David H. Orr; Director of sales policy and planning, O.J.W. Shugg.

Toronto: 354 Jarvis St., P.O. Box 500, Terminal A. Vice-president & General Manager, Network Broadcasting, English, E.S. Hallman; Assistant General Manager (TV), M.L. Munro; Director of News and Public Affairs, Knowlton Nash; Director of Entertainment Programming (TV), J.D. Nixon; Director of Television Sales, J.R. Malloy; Manager of TV Network Sales, T. Nash; Supervisor of Commercial Acceptance & Production, J. Angeloff; Director of Radio, J.T. Craine; Program Director, Radio Networks, Allan Brown; Director of Radio Sales, R.S. Joynt; Manager of Radio Sales, Fred Bardeau; Director of Information Services, Cec Smith.

Montreal: 1425 Dorchester St. W., P.O. Box 6000, Television: Vice-president & general manager, Network Broadcasting,

French, Raymond David; Director of television, J. Blais; Television program director, J. Landry; Director, television sales, M. Valiquette; Manager, TV network sales, J.A. Lapointe; Supervisor of Commercial acceptance & production, Mrs. J. Bruneau. Radio: Director of radio, F. Gouard; Radio program director, A. Boisvert; Director radio sales, J.L. Desmarais; General supervisor, information services, G. Cadieux.

## CBC REGIONAL BROADCASTING

St. John's, Nfld.: 95 University Avenue, P.O. Box 5490. Director for Province of Newfoundland, A.K. Morrow; Regional program director, R.G. O'Brien; Regional sales manager, A. House.

Halifax: 5600 Sackville Street, P.O. Box 3000. Director for the Maritime Provinces, S.R. Kennedy; Regional program director, K.R. Barry; Regional sales manager, D.G. LeBlanc; Regional Affairs Director, A.W. Wilson.  
Ottawa: Lanark Ave., P.O. Box 3220, Station C. Director, Ottawa Area, J.J. Dunn; Area program director, D. Townsend; Area sales manager, L.M. O'Neil.  
Winnipeg: 541 Portage Ave., P.O. Box 160. Director for the Prairie Provinces, J.R. Finlay; Regional program director, J. Guthro; Regional sales manager, F. Stanley.

Vancouver: 747 Bute St., Director for the Province of British Columbia, R.W. McGill; Regional program director, E.R. Whitehouse; Regional sales manager, A. Sommerfeld.  
Northern & Armed Forces Services, 1500 Bronson Ave., P.O. Box 478, Terminal A, Ottawa. Director, A.G. Cowan.

## HOYLES, NIBLOCK AND ASSOCIATES BROADCAST CONSULTING ENGINEERS AND ATTORNEYS

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# ADVERTISING AGENCIES

An interim list of advertising agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast media directors and time buyers for the period from July 1, 1968 - June 30, 1969.

## KEY

2. Telephone - Telex
3. Address
4. Vice President (Broadcast) Media
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

### ADVERTISING ASSOCIATES LTD.

- (1) MONTREAL 215; (2) (514) 937-3511  
 (3) 4141 Sherbrooke St. West, Suite 350.  
 (5 & 7) S. Srapack.

### ARDIEL ADVERTISING AGENCY LTD.

- (1) TORONTO 7; (2) (416) 924-5444;  
 (3) 4 Lawton Blvd.; (5) Philip A. Johnson.  
 (1) HAMILTON: (2) (416) 549-2419;  
 (3) 180 Parkdale Ave. N.; (5) M.J. Hallas.  
 (1) WESTMOUNT, P.Q.: (2) 486-1188;  
 (3) 310 Victoria Ave., Ste. 207  
 (5) McCrae J. Cooper.  
 (1) OTTAWA: (2) (613) 236-7331;  
 (3) 385 Albert St.; (5) Miss Joann Hossick.

### BACKMAN ADVERTISING LTD.

- (1) HALIFAX: (2) (902) 455-5432  
 (3) 2745 Dutch Village Road;  
 (5) Miss Anne Archibald;  
 (6) Miss Anne Archibald; (7) Mrs. Jo-Marie MacKay.

### BAKER ADVERTISING LTD.

- (1) TORONTO 1; (2) (416) 364-6311;  
 TLX 02-29090; (3) 20 Toronto Street;  
 (5) K. Kumpf; (6) L. Akerman; N.R. Unger;  
 J.V. Wilks; N.C. Wittick; (7) Miss O. Innes;  
 Miss J. Poole, Mrs. I. Neve.  
 (1) MONTREAL: (2) (514) 842-5845;  
 TLX 01-20888; (3) 1350 Sherbrooke St. W.,  
 (6) N. Pahten; (7) Mrs. D. Le Ray.

### BATTEN, BARTON, DURSTINE & OSBORN INC.

- (1) TORONTO 2; (2) (416) 363-9461;  
 (3) 2 Carlton Street; (5) Greg Paul;  
 (7) Miss Roberta McCutcheon;  
 Mrs. Virginia MacFarlane.  
 (1) MONTREAL: (2) (514) 868-2655;  
 (3) 1155 Dorchester Blvd. West;  
 H. Champagne, French Services.

### B.C.P. PUBLICITE LTEE

- (1) MONTREAL 110; (2) (514) 878-1771;  
 (3) 1010 St. Catherine Street, W., Ste. 444;  
 (5) Aime Lacombe; (6 & 7) Miss Lise Lacasse, Mrs. Rita Desrosiers, Michel LeGault.

### BLEAU, DUPERREY, GIGUERE & ASSOCIES INC.

- (1) QUEBEC 2; (2) (418) 529-9761;  
 (3) 410 St-Vallier St. East;  
 (4) Guy Duperrey; (7) P.E. Giguère,  
 P. Bleau, Guy Duperrey, M. Bleau,  
 Jean Nadeau.

### BOWEN, MANN, KORENBERG LIMITED

- (1) MONTREAL: (2) (514) 931-4201;  
 (3) 4141 Sherbrooke W.; (5) J. Pepper;  
 (6) T.M. Earl.

### BOZELL AND JACOBS OF CANADA LTD.

- (1) DON MILLS (TORONTO): (2) (416) 429-1956; (3) 797 Don Mills Road;  
 William Inch - Manager.

### BRADLEY-VALE ADVERTISING LTD.

- (1) TORONTO 1; (2) (416) 363-3738;  
 (3) 88 University Ave.; (4) G.P. Vale;  
 (7) Miss M. J. Speers.

### BRAND ADVERTISING LTD.

- (1) MONTREAL: (2) (514) 849-6692;  
 (3) 2100 Drummond Street; (5) Marion Goldberg;  
 (7) Marion Goldberg.

### BREITHAUP ADVERTISING LIMITED

- (1) TORONTO 5; (2) (416) 921-1121;  
 (3) 800 Bay Street; (5) Richard Berndt;  
 (6) Roger Lewis.

### BROOKS ADVERTISING CO.

- (1) TORONTO 1; (2) (416) 363-3448;  
 (3) 32 Front St. W.; (5) Miss Sarra Erlick.

### BURLEY, J. H. LTD.

- (1) TORONTO 1; (2) (416) 362-6847;  
 (3) 159 Bay Street; (5) A. L. Drewry.

### BURNETT, LEO CO. OF CANADA LTD.

- (1) TORONTO 1; (2) (416) 366-5801;  
 (3) 165 University Ave.; (5) Mel Norman;  
 (6) Doug Headley, Neil MacKellar, Charlie Gamble;  
 (7) Robert Humphries, Fred Allan, Miss Bernice Gould, Ian Mackay.

### BURNS ADVERTISING AGENCY LTD.

- (1) MONTREAL 109; (2) 514 935-5257;  
 (3) 1980 Sherbrooke St. West, Suite 300;  
 (4) Ralph Novek; (5) Mrs. Edith Lekay.

### CAMP, DALTON K. & ASSOCIATES LTD.

- (1) TORONTO 12; (2) (416) 487-2101;  
 (3) 43 Eglinton Ave. East; (5) Mrs. Lynne Remeny;  
 (6) John Andrews.

### CANADIAN ADVERTISING AGENCY LTD.

- (1) MONTREAL 111; (2) (514) 842-8061;  
 (3) 630 Sherbrooke St. W.; (5) Mrs. Estelle Maltais;  
 (7) Miss Lyse Bergevin.  
 (1) TORONTO 7; (2) (416) 925-2437;  
 (3) 85 St. Clair Ave. E.; (5) W.B. Prentice.

### CANALINE ADVERTISING AGENCY LTD.

- (1) TORONTO 2; (2) (416) 368-7646;  
 (3) 790 Bay Street; (4) Irvin Teitel.

### CARDON, ROSE LTD.

- (1) MONTREAL 107; (2) (514) 842-8571;  
 (3) 1411 Crescent Street; (5 & 7) D. H. Runciman.  
 (1) TORONTO 5; (2) (416) 924-7361;  
 (3) 696 Yonge Street, Suite 603.

### CASE ASSOCIATES

- (1) TORONTO 5; (2) (416) 924-9726;  
 (3) 99 Avenue Road; (5) F. W. Grove;  
 (6) J. G. Sinclair, Roger Bureau, E. L. Crandall;  
 (7) Miss M. McKee.

### CHISHOLM & BASFORD LIMITED

- (1) TORONTO: (2) (416) 924-8431;  
 (3) 48 St. Clair Ave. West;  
 (6) T.A. Peter Chisholm;  
 Mrs. Jane de Munnik (Consultant).

### COCKFIELD BROWN & COMPANY LTD.

- (1) MONTREAL: (2) (514) 861-1771;  
 (3) Canada Cement Bldg., Phillips Square;  
 (5) L.G. Hern; (6) Mrs. S. Mercer,  
 S. Lodge, M. Cladios; (7) E. Box, A. Young.  
 (1) TORONTO 7; (2) (416) 924-5492;  
 (3) 2 St. Clair Ave. W.; (4) Ian B. Campbell;  
 (Asst. Mgr. - Miss M. Moran); (4) J.R. MacRae;  
 (6) Mrs. F.M. Brockington, A. Donaldson,  
 P. Armstrong, Mrs. S. Kohler.  
 (1) VANCOUVER: (2) (604) 681-1111;  
 (3) 1200 Burrard Bldg., 1030-W. Georgia St.;  
 (7) Miss Marjorie Maddigan.  
 (1) WINNIPEG: (2) (204) 942-0811;  
 (3) 804 Electric Railway Chambers;  
 (4) Mrs. E. Strachan; (6) H.J. Gibson;  
 (7) Mrs. E. Strachan.  
 (1) LONDON: (2) (519) 438-2117;  
 (3) 200 Queens Ave. Vice Pres., Gen. Mgr. -  
 Robert Burns; (6) Ian Wallace.

### COPELAND, DON H. ADVERTISING LTD.

- (1) SCARBOROUGH (TORONTO): (2) (416) 691-3331; (3) 2 Crescentwood Road;  
 (4 to 7) Mrs. Vera M. Copeland.

### CROMBIE ADVERTISING CO. LTD.

- (1) MONTREAL 126; (2) (514) 288-4221;  
 (3) 355 St. James St. W.; (5) H.W. McAllister; (6) Ross Smith.  
 (1) TORONTO 1; (2) (416) 368-7031;  
 (3) 170 University Ave.; (5) Miss M. Thompson;  
 (6) D. Chorley.

### DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

- (1) TORONTO 7; (2) (416) 929-3391;  
 (3) 200 St. Clair Ave. West;  
 (4) William R.T. Cory;  
 (5) Raymond A. Kundinger;  
 (6) J.C.W. Pinkham; (7) Miss Ruth Pedley.

### DANIEL & CHARLES, INC.

- (1) NEW YORK, N.Y.: (2) (212) MO1-0200;  
 (3) 261 Madison Avenue; (4 & 5) Dick Walhen, Doris Gould; (7) Joan Rutman.

### DOHERTY, JOHN & CO. LTD.

- (1) OTTAWA: (2) (613) 232-9418;  
 (3) 46 Elgin Street; (6) John Doherty,  
 Owen G. Grant, G.D. Scott.

### DOYLE, DANE, BERNBACH (CANADA) LTD.

- (1) TORONTO 5; (2) (416) 925-8911;  
 (3) 10th Floor, 250 Bloor St. East;  
 (5) J.A. Robertson; (6) Mrs. Doris Lythgoe.

### DREHER ADVERTISING OF CANADA LTD.

- (1) MONTREAL 2; (2) (514) 861-8341;  
 (3) 1155 Dorchester Blvd. W.; (4 & 5) H.P. Kelley; (6 & 7) Mrs. Winnis F. Byrd.



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**CRANBROOK "The only Voice of the Rockies"**  
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# ADVERTISING AGENCIES

## KEY

1. City
2. Telephone - Telex
3. Address
4. Vice President (Broadcast) Media
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

## DUBUISSON PUBLICITE & CONSEIL INC.

- (1) QUEBEC CITY: (2) (418) 692-0505;  
(3) 71 St. Peter Street; (5) Nicole La Roche; (6) Yvon Dufour & Maurice Leroux;  
(7) Nicole La Roche.
- (1) MONTREAL: (2) (514) 866-1163;  
(3) 210 est. rue Ste. Catherine.

## DUMONT-SAXE ADVERTISING LTD.

- (1) MONTREAL 2: (2) (514) 849-3728;  
(3) 1210 Sherbrooke St. W., Ste. 225;  
(5-7) Mrs. R. Vines.

## DUNSKY ADVERTISING LTD.

- (1) MONTREAL: (2) (514) 482-9680;  
(3) 5165 Queen Mary Rd., Ste. 400;  
(5) Mrs. J. Spiane; (6) Timothy Pervin;  
(7) M. Dunskey.

## DURISH ADVERTISING LIMITED

- (1) TORONTO: (2) (416) 364-7191/2;  
(3) 160 Bay St., Suite 102;  
(4 to 7) Michael M. Sorokolit.

## EASTMAN, J.M. & ASSOCIATES LTD.

- (1) TORONTO 7: (2) (416) 925-3212;  
(3) 2 St. Clair Ave. W.; (4) B.A. Langmuir;  
(7) Mrs. Barbara Breckenridge.

## FOOTE, CONE & BELDING ADVERTISING LTD.

- (1) TORONTO 5: (2) (416) 924-9331;  
(3) 10 St. Mary Street; (5) Michael Kennerley; (6) Miss Mona Harper, Mrs. Marlene Davy, Ernie Villamere;  
(7) Mrs. Olive Dunkley, Miss Ruth Henderson, Miss B. McConnachie, Miss B. Vaivada.

- (1) MONTREAL: (2) (514) 866-6692;  
(3) 800 Dorchester Blvd. W.;  
Gilles Daoust (Office Manager).

## FOSTER ADVERTISING LTD.

- (1) TORONTO 7: (2) (416) 928-8000;  
(3) 40 St. Clair Ave. W.; (4) Michael Hind-Smith; (5) W.W. Givens, D.P. Hatt, Miss Sheila Wright, John Snider, Craig Muir, Miss Ev Reeder;  
(6) Miss Mary Newton; (7) Miss Helen Anderson, Mrs. Muriel Logan, Miss Lily Lim, John Powell

- (1) MONTREAL: (2) (514) 861-5881;  
(3) 3 Place Ville Marie, Ste. 30;  
(5) A.D. Clarke.

- (1) WINNIPEG: (2) (204) 947-0371;  
(3) 149 Portage Ave. E.; (4) Laurie A. Mainster; (5) John Kozak.

- (1) VANCOUVER: (2) (604) 685-6404;  
(3) 1111 West Hastings Street;  
(4) D.S. Catton; (5) Mrs. H. Bakes, A.J. Collins.

- (1) CALGARY: (2) (403) 269-8276;  
(3) 315 Humford Building, 608-7th Street, S.W.; (7) Mrs. E.G. de Jong.

- (1) REGINA: (2) (306) 527-6688;  
(3) 2-1919 Scarth Street,  
(6) Margaret East, Billie Stewart.

## FRANCIS, WILLIAMS & JOHNSON LTD.

- (1) EDMONTON: (2) (403) 424-6171;  
(3) 10010-105 Street; (5,6,7) Mrs. Fay Leslie-Spinks.

- (1) CALGARY: (2) (403) 262-6131;  
(3) 809-8 Avenue, S.W.; (5 & 6) R. Jomha.

## FREEMAN, MATHES & MILNE LTD.

- (1) TORONTO 2: (2) (416) 363-7401;  
(3) 2 Carlton St., Ste. 1309. TLX 02-21318;  
(5) F.W. Percival; (7) N.J. Howes.

- (1) MONTREAL 25: (2) (514) 935-5287  
TLX 01-20220; (3) 1980 Sherbrooke St. W.;  
(5) H. Grant Murray; (7) Mrs. Carol Hinks.

## GILLARD, GOUDIE, WARREN & ELVIN LTD.

- (1) TORONTO 7: (2) (416) 487-2464;  
(3) 522 Mount Pleasant Road;  
(5) Mrs. S. Jones; (7) Mrs. J. Dawe.

## GILLBERRY & HAWKE ADVERTISING AGENCY LTD.

- (1) LONDON, Ont.: (2) (519) 433-5186  
(3) 300 Princess Avenue;  
(5) W.C. Hawke; (7) John Gillberry.

## GIRARD PUBLICITE INC.

- (1) MONTREAL 11: (2) (514) 389-3549;  
(3) 110 Place Cremazie, Ste. 424;  
(4) Reynald Bergeron.

## GOODIS, GOLDBERG, SOREN LTD.

- (1) DON MILLS (TORONTO): (2) (416) 445-1153, TLX 02-29501;  
(3) 23 Prince Andrew Place;  
(4) Mrs. C. Peck; (5) Dan Dailleboust, Miss Fran Sandford; (6) Warren Wright;  
(7) Mrs. Sharon Price, Mrs. Joyce Williams, Mr. Kishin Mahtani.

- (1) CALGARY: (2) (403) 262-6931,  
TLX 038-21878; (3) 1330-8th Street, S.W.;  
(4) Jay Joffe.

## GRANT ADVERTISING (OF CANADA) LIMITED

- (1) TORONTO: (2) (416) 924-4131;  
(3) 48 St. Clair Ave. West;  
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May 5-7	Association of Canadian Advertisers, Royal York Hotel, Toronto.
May 6-8	Western Association of Broadcasters, (Engineering) Hotel Vancouver, B.C.
May 13-16	National Community Antenna Television Association of Canada, Chateau Frontenac, Quebec City.
May 15	CBC Radio Network Affiliates Meeting, Queen Elizabeth Hotel, Montreal.
May 16	CBC Television Network Affiliates Meeting, Queen Elizabeth Hotel, Montreal.
May 22	BES Directors' Meeting, Park Plaza, Toronto.
June 2-4	Western Association of Broadcasters, Jasper Park Lodge, Jasper, Alta.
June 19	BES Directors' Meeting, Park Plaza, Toronto.
June 24	BES-TvB Television Commercials Festival, Inn on the Park, Toronto.
August 28	BES Directors' Meeting, Park Plaza, Toronto.
September 16	Broadcast News Fall Board Meeting, Harrison Hot Springs, B.C.
September 19-20	Institute of Canadian Advertising, Seigneurie Club, Montebello, P.Q.
October 5-7	L'Association Canadienne de la Radio et Télévision Française, Chateau Frontenac, Quebec City.
October 26-28	Central Canada Broadcasters Association, Skyline Hotel, Ottawa.
November 2-5	Atlantic Association of Broadcasters, Hotel Nova Scotian, Halifax.

### **BN-RTNDA Regional Meetings**

May 9-10	French Section: Quebec City
May 23-24	Central Canada: Toronto
May 29-30	Prairies: Winnipeg
June 12-13	B.C.: New Westminster
June 20-21	Atlantic: Sydney, N.S.

### **CRTC Public Hearings**

June 10	Montreal
October 14	Vancouver
November 25	Ottawa

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1859 W 4th, Vancouver, B.C. E. Short.  
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Products Manufactured: Specialized  
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Pirelli Cables (1968) Ltd. - see p.107  
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Victor Hosquet - Mgr., Customer Services.  
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Products: Complete line of AM/FM  
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equipment; Fidelipac Cartridges.

Suppliers of: Ampex, Scully and Magnecord  
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Unit 43 (416) 421-5631. Gerald W.  
Lee - Pres. & Gen. Mgr.  
Products Manufactured: RF Coils, RF  
Contactors, RF Switches, RF MMB Switches,  
Phase Sampling Loops. Isolation coils  
and networks, Clips, Variable coils.

Products Handled: Coaxial transmission  
line for AM and FM Installations.  
AM and FM Transmitters: American  
Electronic Laboratories.  
Phase Monitors, Frequency Monitors.  
A complete line of AM and FM products.

### GENERAL INSTRUMENT OF CANADA LTD.

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(519) 744-8101, TWX 610-365-3415  
G.J. Van Buskirk, Vice-Pres. & Gen. Manager.  
J.F. Thompson, Vice-Pres., Marketing &  
Assistant Gen. Manager. W. Turcotte, Sales  
Manager, Components. W. Kurz, Director of  
Engineering, Stereo & Tuner Divisions.  
J. Kuhn, Director of Engineering, Deflection  
Components.  
Products Manufactured: Deflection Components  
for TV, Black and White and color. IF Trans-  
formers, Chokes, small coils, for radio, TV  
and stereo industries. Semiconductor, FM and  
AM turners, and stereo hi fi chassis. Also  
printed circuit boards for entertainment  
industry.

### INTERNATIONAL SYSTCOMS LTD.

Montreal 377, P.Q.: 4900 Fisher Street,  
(514) 735-6441 TWX 610-422-3065.  
I. Rutherford - Gen. Mgr. W. Campeau -  
Sales Director. E. Derbyshire - Chief  
Engineer.  
Plattsburgh, N.Y. 12901, U.S.A.:  
90 Sharron Ave., (518) 561-1260  
TWX 510-251-6811. D. Coulsen - Plant  
Manager.  
Downsview, Ont.: 4544 Dufferin Street,  
(416) 633-3681 TWX 610-492-1348  
T. Bignell - Marketing.  
Products Manufactured: Dial or touch-tone  
fringe radio systems; underdash or  
trunkmount mobile radiotelephones  
(vehicular); Portable radiotelephones.  
All completely solid state, 25 watts  
RF output.

### J-MAR ELECTRONICS LIMITED

Toronto 17, Ont.: 6 Banigan Drive,  
(416) 421-9080. J.W. Woods - President.  
R.W. Swanson - Sales Manager.  
H. Voldner, P.Eng. - Chief Engineer.  
Representation & Distribution for Canada:  
Neumann studio condenser microphones,  
audio components and related equipment.  
E.M.T. reverberation units and studio  
equipment. Spotmaster cartridge tape  
systems. Universal Audio Co. Products.  
Ampex professional audio recorders and  
accessories. R.A. Moog Electronic Music  
composition equipment. Dolby Audio  
Noise Reduction Systems. Martin Audio  
Components.  
Services: Custom engineering, systems  
development, manufacturing and  
installation of professional audio  
equipment for Recording Studios,  
Producers, Radio/TV Stations and  
Education.  
Extensive service facilities for all types  
of professional audio equipment, with  
warranty servicing available on all  
represented items.

### R. C. KAHNERT SALES LIMITED

Richmond Hill, Ont.: 359 Enford Road,  
R.C. Kahnert - President. J. Fothergill -  
Sales Rep.  
Products Manufactured: Turntables,  
Amplifiers, Recording Tape & Cartridge,  
Headphones.

### KAMECO ELECTRONICS LIMITED

Montreal 355, P.Q.: 1080 Port Royal West,  
(514) 331-6100 TLX 01-20680  
L. Walch - Pres. S. Franke - Vice-Pres.  
R. Mudd - Chief Engineer.  
J. Cuthill - Purchasing Agent.  
R. Hebert - Sales Manager.

Products Manufactured: "Telemat"  
Sequential logic selector, auto  
dialer, character generator,  
supervisory equipment, communication  
systems, electronic equipment to  
customer's specification.

### KINGSWAY FILM EQUIPMENT LTD.

Toronto 18, Ont.: 155 Kipling Avenue S.,  
(416) 233-1103 W.A. Macaulay - Vice-  
Pres. R.A. Farrell - Gen. Sales Mgr.  
R. Nicol - Professional Sales Rep.

### LENKURT ELECTRIC CO. OF CANADA, LTD.

Vancouver 2, B.C.: 1017 Vancouver Block,  
736 Granville St., (604) 688-7261  
TLX 04-5833 R.A. Marsh - Western Region  
& Export Sales Manager.  
Regina, Sask.: 221-223 Fourth Ave., East,  
(306) 523-7679 TWX 610-721-1229  
E. Lutz - District Sales Manager  
Edmonton, Alta: 14716-119th Avenue,  
(403) 454-0676 TWX 610-831-2245  
D. Putnam - District Sales Manager.  
Winnipeg, Man.: #201, 537 Ellice Ave.,  
(204) 783-7183 TWX 610-671-2587  
C.A. O'Leary - District Sales Manager.  
Rexdale, Ont.: Unit 4, 50 Galaxy Blvd.,  
Skyway Industrial Mall, (416) 677-5290  
TLX 06-217757 S.T. Luck - District  
Sales Manager.

Ottawa, Ont.: Fuller Building, Room 21,  
75 Albert Street, (613) 232-4302  
TLX thru CP/CN F.J. Rapp - District  
Sales Manager.

Montreal 351, P.Q.: 140 Cremazie  
Boulevard West, (514) 384-0930  
TLX 01-20223 G.S. Ballantyne - Eastern  
Regional Sales Manager.

Products Manufactured: Telecommunications

### MCCURDY RADIO INDUSTRIES LIMITED

Toronto 16, Ont.: 108 Carnforth Road,  
(416) 751-6262 TLX 02-21660  
G.E. McCurdy - Pres. G. Fawcett -  
Vice-Pres. A.C. Angus - Director of  
Engineering. R.J. Torpey - Sales Mgr.  
D.A. Carruthers - Purchasing Agent.  
Products Manufactured: Audio products  
for Radio, Television and Recording  
Industry.

### MARSLAND ENGINEERING LIMITED

Waterloo, Ont.: 350 Weber Street North,  
(519) 744-3321 TLX 029-5440  
Products Manufactured: Extended Range  
Volume Indicator, Transportable Production  
Centre; Portable Broadcast Console;  
Program Controlled Amplifier; Jack Panels;  
633A Microphone; Broadcast Equipment  
Rack.

### MINNESOTA MINING AND MANUFACTURING CO. OF CANADA

Vancouver, B.C.: 14 East Second Street,  
(604) 879-3561 Dennis Hepburn  
Calgary, Alta: 4435 Manitoba Road,  
(403) 287-1710 Bill Starr  
Winnipeg, Man.: 1000 Notre Dame Ave.,  
(204) 772-0421 Ed Sturt  
Toronto, Ont.: 1415 Lawrence Ave. W.,  
(416) 247-8631 Hec MacDonald  
Montreal, P.Q.: 3285 Cavendish Blvd.,  
(514) 489-9761 Bernie McAllister  
Halifax, N.S.: 6100 Young Street,  
(902) 455-7211 Carl Vaughan  
London, Ont.: P.O. Box 5757, Oxford St. E.,  
(519) 451-2500 R.T. Todd, G.W. Swann,  
J.A. Buist, R.J. Brule.

Products Manufactured: "Scotch" Brand  
Video Tapes, Computer Tapes, Instrument-  
ation Tapes, Audible Range Tapes,  
Magnetic Film.  
3M Brand Professional Recording Systems  
3M Brand Electron Beam Recorder  
3M Brand Dropout Compensator  
3M Brand Dropout Profile Recorder

### R. H. NICHOLS CO. LTD.

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(416) 633-8190 TWX 610-492-1348  
TLX 02-29296 J.E. Conner - Pres.  
F.J. Looker - Exec. Vice-Pres. D.A. Rhind -  
Gen. Mgr. G.W. Pay - Sales Mgr.  
J.C. Crebbin - Purch. Agent. Sales -  
N.A. Smith, A.S. Thomson, A.M. McLeod,  
A.H. Tuxworth.

Vancouver 2, B.C.: 736 Granville St.,  
(604) 683-0019 TWX 610-929-1033

Montreal 377, P.Q.: 4900 Fisher St.,  
(514) 735-5881 TWX 610-422-3065

Products Manufactured: Remote transmitter control, test equipment, battery chargers, panel meters, RF ammeters.

#### PERCEPTION INDUSTRIES INC.

Toronto 2: 274 Church St., (416) 363-9141  
E.T. Cullen - Pres. A.D. Moncrief - Vice-Pres.; R. Trowell - Sales Mgr.;  
J. Forrest - Broadcast Sales.

New York City 10036: 1140 Avenue of the Americas, (212) 867-9600. E.T. Cullen - Pres.

Products Manufactured: Broadcast & Recording Sales; Studio Facilities; Disc mastering, high speed tape duplication & dubbing. Distributors of Scully, Langevin, Spotmaster, Sennheiser microphones, Fidelipac cartridges, Scotch tape, Prompters, Magnecord.

#### PHILCO-FORD OF CANADA LTD.

Don Mills, Ont.: 900 Don Mills Road,  
(416) 444-2541 TLX 022-237  
R.A. MacDonald - Pres. T.J. Green - Vice-Pres., Marketing. F.C. Mellish - Controller.  
R. Sambrook - Mgr., Advertising & Sales Promotion. E.J. Trimbee - Mgr., Purchasing Dept. T.I. Millen - Mgr. of Operations.

Products Manufactured: Television - Black & White Color, Television/Radio, Stereos, Combinations - Black & White Color, Stereo Components, Portable Phonographs, Cassettes, Radios, Transistor Radios, Air Conditioners, Refrigerators, Freezers, Ranges.

#### PHILIPS ELECTRONICS INDUSTRIES LTD.

Toronto 17, Ont.: 116 Vanderhoof Ave.,  
(416) 425-5161 TLX 02-2513  
H.A.C. Van Beurden - Pres. E. Batler - Vice-Pres., Marketing, Electronic Equipment Div. A. Hutcheon - Mgr., Professional Electro-Acoustics Dept.  
J. Berrevoets - Product Mgr., CCTV & Video Recording. J.E. Prevost (Montreal) Product Mgr., Studio Broadcast Equip.  
H.M. Stevens - Sales Mgr. (Ont. & Man.)

Montreal 9, P.Q.: 5930 Cote de Liesse Rd.,  
(514) 342-9180 TLX 01-2405 J.M. Hebert - Regional Sales Mgr. (Que. & Maritimes).

Calgary 24, Alta: 621 Manitou Rd. S.E.,  
(403) 243-2710 TLX 038-21765  
R. Hill - Regional Sales Mgr. (B.C., Alta., & Sask.)

Manufacturers of: Color and monochrome TV studio cameras; CCTV cameras & systems; video recorders; large screen TV projectors, color & monochrome; Eldophor cinema-size screen TV projectors, color & monochrome; audio recorders; tape duplicators; modular audio consoles.

#### PIRELLI CABLES (1968) LTD.

St. Jean, Que.: P.O. Box 70,  
(514) 346-6831

Toronto, Ont.: 82 Carnforth Road,  
(416) 756-3386

Vancouver, B.C.: 636 West 6th Ave.,  
(604) 879-6377

Edmonton, Alta.: 14513 - 121-A Avenue,  
(403) 453-1676

Products Manufactured: All types of wires and cables.

#### H.K. PORTER COMPANY (CANADA) LIMITED

Federal Wire & Cable Division

P.O. Box 90, Guelph, Ontario  
R.M. Sorbara, Product Manager

Products Manufactured: Electrical wire and cable.

#### PRODELIN INC.

Richmond Hill, Ont.: 51 Markham Rd.,  
(416) 884-8216 H.D. Schiller.

Products Manufactured: Microwave antenna & waveguide systems, flexible & rigid coaxial line, ETV transmitting & receiving antenna systems, point to point antenna systems.

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### PYE ELECTRONICS LIMITED

Montreal: 8580 Darnley Rd., (514) 731-8501  
R.D. Mignault - Pres.; R.W. Weir - Dir. of Marketing.

Halifax, N.S.: 5786 Kaye St., (902) 455-1505  
C. Alcorn - Region Manager.

Toronto: 80 Martin Ross Ave., (416) 630-2264  
V. Hill - Region Manager.

London, Ont.: 875 Florence Street,  
(519) 453-0100 W. Lindsay, Sales Mgr.

Regina, Sask.: 8-2060 Halifax Street,  
(306) 523-8511. A.W. Anderson.

Edmonton 19, Alta.: 17 Airport Road,  
(403) 453-3421 E. Wilson, Sales Mgr.

Burbary 3, B.C.: 7418 - 6th St., (604) 526-1606  
D. Dahlstedt.

Products Manufactured: Two-way radio  
communications systems.

### PYLON ELECTRONIC DEVELOPMENT CO. LTD.

Lachine, Que.: 2300 Victoria Street,  
(514) 637-1186 John E. Pinnell - Pres.  
H. Laks - Ch. Eng. A. Delaney - Sales Mgr.  
R. Hill - Plant Mgr.

Products Manufactured: Static power  
conversion devices - inverters, converters,  
ringing plants, battery eliminators, power  
supplies, distribution boards for tele-  
communications use.

Transport cases for electronic equipment  
or for electronic systems for field  
operation.

Data telecommunications, peripheral  
equipment, photo readers, input devices,  
coders, converters.

Special equipment as above to customer  
specifications.

### QUINDAR PRODUCTS LIMITED

Downsview, Ont.: 30 Le Page Court,  
(416) 638-2313 TLX 02-21316  
Norman C. Reed - Pres. R. Stephen -  
Controller. E. Ashley, P.Eng. J. Graydon -  
Prod. Mgr. A.C. Uttley - Tech. Rep.  
W.E. O'Neil - Tech. Rep.

Calgary, Alta.: 10512 Willow Green Dr. S.E.,  
(403) 252-9077 TLX 038-21763  
Terry R. Graham - Western Regional Mgr.

B. Gauthrie Engineering Co. Ltd.,  
5905 - 103 Street, Edmonton 70, Alta.,  
(403) 434-8461 TLX 037-2613 K. Bell.

Westronic Engineering Sales,  
1641 West Second Ave., Vancouver 9, B.C.,  
(604) 732-5033 TLX 04-507591  
Gordon English

Aviation Electric Ltd.,  
P. O. Box 2140, St. Laurent,  
Montreal 9, P.Q. (514) 744-2811  
TLX 05-267659 Yvan Marcoux

Products Manufactured: Tone equipment,  
power line and compressor amplifiers,  
voice operated squelch units.

Analogue and digital telemetering  
equipment.  
Control, alarm and status reporting  
systems for remote transmitters, etc.

### RACAL (CANADA) LIMITED

Ottawa 5, Ont.: 1806 Woodward Drive,  
(613) 725-2041 TLX 013-487  
A.H. Blow - Gen. Mgr. & Director.  
J.R. France - Contracts Mgr.  
D.B. Downing - Chief Engineer.  
D. Reed - Office Mgr.

Products manufactured: H.F. Radio  
Receivers, Transmitters, Frequency  
Synthesizers and complete systems  
grounded and transportable.

### RAYTHEON CANADA LIMITED

400 Phillip St. N., Waterloo, Ont.  
J. Azar - M.M. Telecom Equipment.  
C.B. Stone - Resale Manager. M. Lemke -  
Contracts Manager.

Products Manufactured: Telecommunications  
Equipment and Components, Machlett Tubes,  
Microwave and Power Tubes, Raytheon  
Special Purpose Components.

### RCA LIMITED

Electronic Components Division,  
644 De Courcelle Street,  
Montreal 207, P.Q. (514) 933-7551  
Ken G. Ward - Mgr., Advertising &  
Sales Promotion. L.J. Van Vlaardingen -  
Mgr., Industrial & Educational Products.  
John P. McDonald - Area Sales Mgr.

Electronic Components Division,  
225 Mutual Street, Toronto, Ont.,  
(416) 363-2441 Ross E. Magnus - Area  
Sales Manager.

Products Manufactured: Industrial Tubes,  
Audio Tape, Video Tape.

Broadcast and Instructional Systems,  
Commercial and Defence Systems Division  
1001 Lenoir Street, Montreal 207, P.Q.,  
(514) 933-7551 TLX 01-2522

W.H. Holroyd, Mgr., Broadcast &  
Instructional Systems. W.J. Heck - Mgr.,  
Broadcast Systems Merchandising.

E. Taschereau - Administrator Television.  
E.W. Sankey - Administrator, AM/FM/  
Export & ETV. F.H. Holm - Mgr. Product  
Planning & Special Accounts. R.H. Curtis -  
Administrator Product and Market Planning.  
R.W. Weaver - Administrator Special Accounts  
E.W. Miller - Mgr. Field Sales.

N. Harvison - Sales Engineer, Atlantic  
District Sales. D.R. Dashney - Mgr.  
Engineering. M. Csuzdi - Leader, Antennas.  
S. Epstein - Leader, Systems.

P. Labarre - Leader, Development.  
D.H. Macaulay - Leader, Field Projects.

1540 Castlefield Ave., Toronto 15, Ont.  
(416) 651-6550 R.J. Norton - Manager,  
Ontario Sales Region.

2070 Notre Dame Avenue, St. James 21,  
Man. (204) 774-7489 TLX 03-58246  
R.H. Patrick - Sales Rep.

2876 Rupert Street, Vancouver, B.C.  
(604) 433-6881 TLX 04-5587  
R.B. Lanskail - Mgr. Western Canada Sales  
R.L. Harlow - Mgr. B.C. and Alberta.

Products manufactured & distributed:  
AM, FM and TV Transmitters, Video  
Switching Systems, TV Tape Recorders,  
Audio Tape Recorders, Audio Consolettes,  
TV (VHF and UHF) Antennas and  
Filterplexers, TK-27 Color Film Cameras,  
TK-42/43 and TK-44A Studio and Mobile  
Color Cameras. STL Microwave Systems.

### R.S.C. AUDIO SALES LIMITED

Toronto 18, Ont.: 221 Norseman Street,  
(416) 231-7243 TLX 02-29922  
C.F. Cornick - Pres. H.J. Tracey - Sales  
Mgr. D. Adam - Engineer. P. Milton -  
Engineer.

Products Manufactured: Loudspeakers;  
Enclosures; Sound Columns; Professional  
and Hi-Fi Amplifiers.

### SHURE BROTHERS INCORPORATED

A. C. Simmonds & Sons Limited,  
285 Yorkland Blvd., Willowdale, Ont.  
(416) 445-9111 TLX 02-31343  
W.B. Campion - Product Manager.

Products Manufactured: Microphones,  
Microphone Mixers, Solid State Trans-  
cription Preamplifier, Stereo Phono  
Cartridges and Tone Arms.

### SMYTH COPYRIGHT SERVICES LTD.

Longueuil, P.Q.: 165 Industrial Park Rd.,  
(514) 679-5490 J.B. Smyth - Pres.  
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2255 Dandurand Street, Montreal 35,  
Que. (514) 271-4761 TLX 012566  
Richard Golick - President.  
Stanley K. Plotnick - Exec. Vice-Pres.

Products Manufactured and Distributed:  
Black and white and color replacement  
picture tubes. Indoor Antennas. Outdoor  
Antennas. Electronic Garage Door  
Openers. UHF Converters. Miscellaneous  
Hardware & Passive Devices.

### SYLVANIA ELECTRIC (CANADA) LIMITED

Dartmouth, N.S.: 8 Ralston Avenue,  
(902) 463-7710. G. Nako - District  
Sales Manager.

Montreal 9; (Head Office) 8750 Cote de  
Liesse Road, (514) 735-4201.

A.P. Hickey - District Sales Manager;  
C. Lachance - Manager, C & I Sales.

Rexdale, Ont.: 35 Vulcan Street,  
(416) 247-6171. V. Stubbings - District  
Engineer; J.C. Hewlett - Mgr., Photo &  
Consumer Lamp Sales.

Winnipeg, Man.: 905 King Edward St.,  
St. James, (204) 774-5561. J.B. Shea -  
District Sales Manager.

### TELE-RADIO SYSTEMS LIMITED

Downsview (Toronto) Ont.: 1015 Finch  
Avenue West, (416) 635-5221  
TWX 610-492-2384 I.H. Nixon - Pres.  
E.H. Kinnear - Marketing Mgr.  
M.E. Laidlaw - Sales Mgr.

Ottawa, Ont.: 281 Palace Street,  
(613) 746-8914 B. Jones - Mgr.

Vancouver, B.C.: 1518 West Third Ave.,  
(604) 731-1321 H.M. Shore - Mgr.

Montreal, P.Q.: (514) 932-0681  
W.G. Wilson - Resident Sales Rep.

Distributors of: Professional audio  
tape recorders, reproducers, loggers,  
(Metrotech, Inc.), Test Equipment  
(Northeast Electronics Corp.), Stelma,  
Inc., Rycon Instruments, Lear Siegler Inc.,  
Cushman Electronics, ComTech Corp.  
Control & Supervisory Equipment  
(Noiler Control Systems) Encoders,  
Decoders, (Secode Electronics),  
Communication Antennas (Scala Radio)  
(DeVale Antenna) Remote Power Sources  
(General Instrument) VF Repeaters  
(Lear Siegler, Inc.) Communication  
equipment (Stelma, Inc.) VHF/UHF  
Receivers (Astro Communications)  
Telephone products (Altec Lansing).

Manufacturers of: Tele-Radio Systems  
Ltd. specialized communications and  
test equipment, systems.

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Ottawa, Ont.: RR # 5, (613) 822-0244,  
TLX 013-446. D.V. Carroll, Pres. &  
Managing Director; J.C. Adair, Vice-Pres.  
(Administration); Wm. F. Potter, Sales  
Manager.

Products Manufactured: V/LF/MF Trans-  
mitters (350 watts to 200 KW) and Receivers,  
includes broadcasting and TV (film) pro-  
cessing, RF Connector Products and  
Antenna Accessories, Receiving Multi-  
couplers, Matching Transformers, Terminators  
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Scarborough, Ont.: 100 Barbados Blvd.,  
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TWX 610-492-1370. G. Grant Cooper -  
P. Eng. President.

Edmonton, Alta.: 11462 - 41st Avenue,  
(403) 434-1768. Gordon D. Nerenberg,  
Sales Representative.

Products Manufactured: Radio and televi-  
sion transmitter control systems.  
Background Music Receivers and Amplifiers  
Digital and Analog Telemetering Equipment.  
Alarm/Status Logging Systems.

### WARD-BECK SYSTEMS LTD.

Scarborough, Ont.: 45 Munham Gate  
(416) 757-0998 R.W. Ward - Pres.  
R.K. Beck - Vice-Pres.

Products Manufactured: Professional audio  
products for broadcast, motion picture  
and sound recording industries.

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Calgary, Alta.: P. O. Box 1058,  
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TLX 038-22652 Alan D. Waldie - Pres. &  
Gen. Mgr. W.H. Wheeler - Marketing  
Mgr. F. Benner - R & D

Edmonton, Alta.: P. O. Box 672  
(403) 429-5022 D. Greeno - Field  
Service Engineer.

Products Manufactured: V.H.F. transmitters  
& receivers, audio equipment, sound  
consoles, broadcast switchers, electronic  
display units, closed circuit TV and  
language lab equipment, data gathering,  
supervisory and telemetry equipment.



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Broadcast Consulting Engineers, Gamma  
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Edmonton 15, Alta.

**P.R.G. CAHN, P.ENG.**  
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President - J.R. Peters, CHAN/CHEK-TV, Vancouver, B.C. Vice-President, Television: W.D. McGregor, CKCO-TV, CKKW, Kitchener, Ont. Vice-Pres. Radio - R. Crepault, CJMS, Montreal, P.Q.  
Head Office, Ottawa - Executive Vice-President - T.J. Allard, Secretary Treasurer - Miss Flora Love, 85 Sparks St., P.O. Box 627, Station B, Ottawa, Ont. TLX 013-433  
Toronto: Office Manager - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. Manager, Program Exchange Department - Gerry Acton, TLX 02-21543  
Montreal: F. Girard, 1454 de la Montagne, Suite 400, Montreal, P.Q. TLX 01-20062

### CANADIAN ASSOCIATION OF BROADCAST CONSULTANTS (CABC)

President - P.R.G. Cahn, Peter Cahn & Associates, 9124 St. Lawrence Blvd., Montreal 354, Que. Vice-Pres. - D.E.M. Allen, D.E.M. Allen & Associates Ltd., 3303 Portage Ave., Winnipeg 22, Man. Secretary-Treasurer - D.H. Macaulay, RCA Limited, 1001 Lenoir St., Montreal, Que.

### CENTRAL CANADA BROADCASTERS' ASSOCIATION

Executive Secretary - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. (416) 366-9567 TLX 02-21543

### ELECTRONIC INDUSTRIES ASSOCIATION OF CANADA

President - R.A. Phillips, General Manager & Secretary - Cowan Harris, 200 St. Clair Ave. W., Toronto 7, Ont.

### FEDERATION OF CANADIAN ADVERTISING & SALES CLUBS

President - J.O. Clubine, Managing Director - R.E. Gourlay, Suite 369, Queen Elizabeth Hotel, Montreal, Quebec.

### INSTITUTE OF CANADIAN ADVERTISING

President - G.G. Sinclair, Managing Dir. - J.N. Milne, Suite 401, 8 King Street, E., Toronto 1, Ont. (416) 368-2981.

### NATIONAL COMMUNITY ANTENNA TELEVISION ASSOCIATION OF CANADA

President - O. Girard, Manager - Jacques Chevalier, 1010 St. Catherine Street, W., Suite 1004, Montreal 110, P.Q.

### PROFESSIONAL MARKETING RESEARCH SOCIETY

President - A.M. Lawrence; Vice-Pres. - Mrs. J. Henry; Secretary - K. Taylor; Treasurer - R.J. Stewart. c/o MacLaren Advertising Co. Ltd., 111 Richmond St. W. Toronto 1, Ont. (416) 363-2244.

### STATION REPRESENTATIVES ASSOCIATION OF CANADA INC.

President - Robert Quinn, Radio-Television Representatives Ltd., 2 St. Clair Ave. W., Toronto. Recording Secretary - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. (414) 366-9567.

### RADIO SALES BUREAU

President - Cedric P. Haynes, Vice-President/Marketing & Research - Peter N. Harricks, Vice-President/Member Service - E. Larry Heywood, Director of Sales Services - John C. Spragge 321 Bloor St. E., Toronto 5, Ont. (416) 924-5701.

### TELEVISION BUREAU OF CANADA

President - Ross F. Downey, Marketing Services - Bob de la Durantaye, Research & Development - Ron Brown, 500 University Ave., Toronto 2, Ont. (416) 363-3133 TLX 02-21587

### WESTERN ASSOCIATION OF BROADCASTERS

President - Ted Soskin, CHQR Radio, 1030 4th St. S.W., Calgary, Alberta. (403) 263-5522 TLX 038-21895

### ANNOUNCEMENT

#### CTV TELEVISION NETWORK LTD.



DON MacPHERSON



TOM GOULD

CTV President Murray Chercover announces the appointments of Don MacPherson as Director of News, Features and Information Programming, and of Tom Gould as Executive Producer of News, Features and Information Programming. Mr. MacPherson was formerly Executive Producer, News and Public Affairs for CTV, and Mr. Gould was Chief of CTV's Ottawa News Bureau.

# CRTC DECISIONS

MAY 14, 1968

#68-1 DENIED. Hearing scheduled for June 18 is cancelled. Necessity for further detailed studies in many areas of broadcasting.

MAY 16, 1968

#68-2 APPROVED. 14 applications recommended by the old BBG for approval, referred by BBG to Transport, who sent them back to CRTC, the new licensing authority, for approval or other action.

MAY 28, 1968

#68-3 Pending the outcome of a CRTC survey of FM, "... applications for new FM stations or amendments to existing licenses will be examined for their contribution to program developments sought by the Commission."

#68-4 DENIED. New FM in Calgary by Voice of the Prairies Ltd.

#68-5 DENIED. New FM in Calgary by Bentley Broadcasting Ltd.

#68-6 DENIED. New FM in Barrie by Barrie Broadcasting Ltd.

#68-7 DENIED. New FM at Alma, Que., by Radio Saguenay-Lac St. Jean Ltée.

#68-8 Regulations enacted respecting information returns to be made by AM, FM and TV broadcasting stations.

#68-9 DENIED. New AM at Milton, Ont. by Loren James Cassina.

#68-10 DENIED. New AM at Burlington, Ont. by Andrew J. Bathgate.

#68-11 DENIED. Power increase and change of antenna site for CKDA Victoria.

#68-12 APPROVED. Power increase and change of antenna site for C-FUN Vancouver.

#68-13 APPROVED. Daytime power increase for CHGB, La Pocatière, Que.

#68-14 APPROVED. Change of antenna site of CFDR Dartmouth, N.S.

#68-15 APPROVED. Change of location of main studios for CKGM, Montreal.

#68-16 (erroneously listed as 68-15) APPROVED. Authority to increase ERP of CHYM Kitchener, Ont.

#68-17 APPROVED. Standby transmitter at main studio of CKWS-FM Kingston, Ont.

#68-18 APPROVED. New TV at Whitehorse YT for the CBC.

#68-19 APPROVED. New TV rebroadcasting station at Brackendale B.C. for British Columbia Television Broadcasting System Ltd. (CHAN-TV).

#68-20 APPROVED. New TV rebroadcasting station at La Tuque, Que. for CBC (CBVT Québec, Que.)

#68-21 APPROVED. New TV rebroadcasting station at Ramea, Nfld., with pickup from CBNT Marystown, Hector Rd.

#68-22 APPROVED. New LPRTs for CBC at Parent, Que. (French), Port Chipewyan Alta. (Eng), St. Lazare, Man. (French), Boss Mountain,

B.C. (Eng), Cranisle, B.C. (Eng), Maynooth, Ont. (Eng).

#68-23 APPROVED. Transfer of all issued capital stock, 150 Class "A" and 50 Class "B" from Radio C-FUN Ltd., Vancouver, to Radio Futura Ltée and other minority shareholders.

#68-24 APPROVED. Radio CKAY, Ltd., Duncan B.C. to issue 1,180 shares of capital stock.

#68-25 APPROVED. Transfer assets of CFOR Orillia, from Greatlakes Broadcasting System to Orillia Broadcasting Ltd.; surrender of Great Lakes license; new license to be issued to Orillia Broadcasting Ltd.

#68-26 APPROVED. Transfer of 831 common and 297 preferred shares in Sun ParLOUR Broadcasters Ltd. (CHYR and CHIR Leamington, Ont.)

#68-27 APPROVED. Transfer of 4,000 common and issue two common shares of capital stock in TRICO Broadcasting Ltd. (CJSS and CJSS-FM Cornwall.)

#68-28 APPROVED. Issue 6,000 preferred 1967 and transfer 2,990 common, 2,776 preferred 1967 and 7 preferred (\$100) shares of capital stock by La Voix de l'Est Ltée (CHEF, Granby).

#68-29 APPROVED. Transfer 60 common and 249 preferred shares by CKRT-TV Ltée, Rivière du Loup, Que.

#68-30 APPROVED. Transfer all issued shares of capital stock in CKTR (1958) Ltd. to Radiodiffusion Mutuelle Ltée - Mutual Broadcasting Ltd.

#68-31 APPROVED. Issue 155 common and 590 preferred shares and transfer 1 common and 10 preferred by Radio Maria-Chapdelaine Inc. (CHVD, Dolbeau, Que.)

#68-32 APPROVED. Transfer of ownership of CFCY and CFCY-TV, Charlottetown, P.E.I. and CFCY-TV-1, New Glasgow, N.S. to the Canadian Broadcasting Corporation.

#68-33 APPROVED. Extension of authority to operate CTV Television Network from October 1, 1968 to September 30, 1969.

#68-34 APPROVED. Permission to Moffat Broadcasting Ltd. to operate network for football games of the Western Conference of the Canadian Football League for 1968, 1969 and 1970 football seasons.

#68-35 APPROVED. Permission to CJCN Grand Falls Nfld. to carry programming of CJOX Grand Bank, Nfld. during certain periods of broadcast day.

#68-36 APPROVED. Permission for CHIN AM-FM Toronto to broadcast in languages other than English or French for periods over 20% but not over 40% of broadcast time per week on each station.

MAY 30, 1968

#68-37 APPROVED. Transfer of 520 shares of capital stock by CHAB Limited, licensee of CHAB and CHAB-TV Moose Jaw and CHRE-TV

Regina.

JUNE 13, 1968

#68-38 DENIED. Permission to transfer 371,887 Class B, 447,000 Class A non-voting and 46,738 preferred shares of capital stock by British Columbia Television Broadcasting System, licensee of CHAN-TV Vancouver, CHAN-TV-1 Chilliwack, CHAN-TV-2 Bowen Island and CHAN-TV-3 Squamish, because of CRTC's "concern about excessive concentrations of ownership in communication media."

AUGUST 27, 1968

#68-39 APPROVED. Transfer of 10,002 shares of capital stock by Okanagan Valley Television Ltd. (CHBC Kelowna and eight TV rebroadcasting stations) by Roy G. and Mrs. A.M. Chapman to British Columbia Television Broadcasting Systems Ltd.

AUGUST 30, 1968

#68-40 APPROVED. Transfer of 1,124 shares of capital stock by Restigouche Broadcasting Co. Ltd. (CKNB Campbellton, N.B.)

#68-41 APPROVED. New TV station at Gillam, Man. to receive programs from CBWT Winnipeg, by the CBC.

#68-42 APPROVED. New TV station at Snow Lake, Man. to receive programs from CBWT Winnipeg by the CBC.

#68-43 APPROVED. New TV station at Thompson, Man. to receive programs from CBWT Winnipeg, by the CBC.

OCTOBER 3, 1968

#68-44 Radio license of Gateway Broadcasting Co. Ltd. (CJLS Yarmouth, N.S.) shall not be renewed beyond the expiry date of March 31, 1969.

#68-45 Allocation of VHF TV channels in Southern Ontario: Channel 5 to be used in Toronto instead of 6; 6 for new TV station in London; 6 also to be available in Kingston-Belleville area for new TV station with expanded coverage; 3 to continue in present location to maintain local service in Barrie area.

OCTOBER 18, 1968

#68-46 DELAYED. New AM undertaking at Gander Nfld., by Colonial Broadcasting System Ltd.

#68-47 APPROVED. New AM undertaking at Marystown Nfld., with studios at St. John's by the CBC.

#68-48 DELAYED. New AM undertaking at Oromocto, N.S. by Gregory M. Bonner.

#68-49 APPROVED. New undertaking at Digby N.S. by Evangeline Broadcasting Co. Ltd.

#68-50 APPROVED. Frequency change and daytime power increase for CKAD Middleton, N.B., by Evangeline Broadcasting Co. Ltd.

#68-51 APPROVED. Frequency change and night time power reduction for CKEN Kentville, N.S. by Evangeline Broadcasting Co. Ltd.

#68-52 APPROVED. License amendments for CFBR and CHNO Sudbury (Sudbury Broadcasting Co. Ltd.)

#68-53 APPROVED. Change of location of main studios of CFAB Windsor, N.S. for Evangeline Broadcasting Co. Ltd.

#68-54 APPROVED. Frequency change for CBC at Sackville, N.B.

#68-55 APPROVED. Renewal licences for 24 Atlantic Provinces radio stations.

#68-56 APPROVED. Five year license renewals for five Atlantic Provinces radio stations.

#68-57 DELAYED. Renewal of license for CKNB Campbellton, N.B. (Restigouche Broadcasting Co. Ltd.) for further discussions about provision of a French language service to the area.

#68-58 DELAYED. Renewal of license for CKCW Moncton, N.B. for further discussion with Moncton Broadcasting Co. Ltd. about the share distribution of the company.

#68-59. License renewal granted for CHSJ Radio, Saint John, N.B. for one year, when Commission will reconsider in the light of its policy regarding concentration of ownership.

#68-60 DENIED. New FM undertaking at St. John's Nfld. for Wesley United Church Radio Board.

#68-61 APPROVED. New TV rebroadcasting station at Baie Verte Nfld. to receive programs from CBNAT Grand Falls Nfld. for the CBC.

#68-62 APPROVED. New TV undertaking (Frontier Package) at St. Anthony, Nfld. to broadcast CBC network programs on a delayed basis, by the CBC.

#68-64 APPROVED. Amendment to the license of CBWBT Flin Flon, Man. to permit provision of programs from the live CBC TV network service for the CBC.

#68-63 APPROVED. New TV undertaking at Churchill Falls, Nfld. to broadcast CBC network programs on a delay basis, by the CBC.

#68-65 APPROVED. Amendment of the license of CBWBT-1 The Pas, Man. to permit provision of programs from the live CBC TV network service for the CBC.

#68-66 APPROVED. Amendment to the license of CBWT-1, Fisher Branch, Man. to permit provision of programs from the live CBC network service for the CBC.

#68-67 APPROVED. To amend license for LPRT CBND, Flowers Cove, Nfld. from 600 Kc/s to 790 Kc/s, for the CBC.

NOVEMBER 13, 1968

#68-81 APPROVED. CONDITIONALLY. Permission to broadcast simultaneously prerecorded commercials of equal length on CFAM Altona and CHSM Steinbach, Man. excluding advertising messages from national and Winnipeg advertisers.

#68-82 APPROVED. Peace River Broadcasting Corporation Ltd., power increase from 10,000 watts daytime, 1,000 night DA-N to 10,000 day and night DA-N for CKYL Peace River, Alta.

#68-83 APPROVED. Operation of stand-by emergency transmitter at main studios for CHFA Edmonton, Radio Edmonton Ltée.

#68-84 APPROVED. Two year license renewals for 26 stations under same conditions as in licenses which would have expired March 31, 1969.

# CRTC DECISIONS (continued)

**#68-85 APPROVED.** Five year license renewals for 40 stations under same conditions as in licenses which would have expired March 31, 1969.

**#68-86 APPROVED.** Daytime power increase for CKOV Kelowna, B.C. (Okanagan Broadcasters Ltd.) from 1,000 to 5,000 watts. Night time unchanged.

**#68-87 APPROVED.** New TV rebroadcasting station for Mica Creek Community Club at Potlatch Creek Village, B.C., receiving programs from CFZQ-TV, Revelstoke, B.C.

**#68-88 APPROVED.** Licenses for CBC to carry on new LPRTs at Gold River, B.C., Fahler, Alta., Fort Norman, Fort Resolution and Wrigley, N.W.T.

## NOVEMBER 26, 1968

**#68-101 APPROVED.** (1) Transfer assets of C.JLS Yarmouth from Gateway Broadcasting Co. Ltd., to company represented by Leland G. Trask; (2) surrender of current license by Gateway; (3) new license to company to be incorporated represented by Trask.

## DECEMBER 24, 1968

**#68-102 APPROVED.** New AM undertaking at Gander Nfld., by Colonial Broadcasting System Ltd., receiving some programs from CKCM Grand Falls, Nfld.

**#68-103 DENIED.** New AM undertaking at Oromocto, N.B. by company represented by Gregory M. Bonner. CRTC could see no enrichment to existing program service.

**#68-104 APPROVED.** Change of location of studios of CHAK, Inuvik N.W.T., by the CBC.

**#68-105 APPROVED.** Addition of CKFH Toronto to CBC English network for NHL games for the current season including playoffs.

**#68-106 APPROVED.** Two year renewals for 30 Ontario and 24 Quebec radio stations of licenses which would have expired March 31, 1969.

**#68-107 DELAYED.** CBC for power increase for CBC-FM Toronto from 11,900 watts ERP to 39,800 watts ERP.

**#68-108 DELAYED.** CBC for frequency change for CBM-FM Montreal from 100.7 Mcs. to 95.1 Mcs.

**#68-109 DELAYED.** CBC for frequency change and power increase for CBF-FM Montreal from 95.1 Mcs. with 24,600 watts ERP to 100.7 Mcs. with 100,000 watts ERP.

**#68-110 APPROVED.** New TV station at Fort Nelson B.C. to broadcast CBC network programs on a delay basis.

**#68-111 APPROVED.** New TV station for the CBC at Watson Lake, Y.T. to broadcast CBC network programs on a delay basis.

**#68-112 APPROVED.** New CBC TV station at Cassiar, B.C., to broadcast CBC network programs on a delay basis.

**#68-113 APPROVED.** License for CKRT-TV, Rivière du Loup, Que. for a new TV station at St. Urbain to pick up and retransmit programs from CKRT-TV.

**#68-114 APPROVED.** Power change for CBC's CBWT-TV-1 The Pas Man., from 260 watts to 264 watts video and from 130 watts to 53 watts audio.

**#68-115 APPROVED.** Transfer 49 common and 289 preferred shares in Radio Alleghany Inc. (CKBM Montmagny, Que.) to Mr. and Mrs. A. Mercier.

**#68-116 APPROVED.** New English language LPRTs for CBC at Chapais, Que., Chibougamau, Que., Timagami Que.

**#68-117 APPROVED.** CBC, change of antenna site of LPRT CBXQ Ucluelet, Que.

**#68-118 APPROVED.** Power increase for CBC LPRT CBLJ Wawa, Ont., from 20 to 40 watts.

**#68-119 APPROVED.** Power increase for CBC LPRT CBLG Geraldton, Ont. from 20 to 40 watts and change of antenna site.

**#68-120 APPROVED.** CBC, change of frequencies of CBMM Seneterre, Que. (English) from 710 to 540 Kcs. and CBFC Seneterre (French) from 540 to 710 Kcs.

**#68-121 APPROVED.** Five year license renewals for 2 Quebec and 21 Ontario LPRT stations.

**#68-122 APPROVED.** New AM station for a company represented by Rolf B. Hogen at Whitehorse, Y.T.

**#68-123 DENIED.** New AM station for a company represented by Melvin A. Stevenson at Whitehorse Y.T.

**#68-124 APPROVED.** New AM station by a company represented by T.N. Tuck at Castlegar, B.C.

**#68-125 DENIED.** New AM station at Castlegar by Kokanee Broadcasting Ltd.

**#68-126 DELAYED.** Power increase for CHFI Toronto (Rogers Broadcasting Ltd.) from 1,000 to 10,000 watts day and from 10,000 watts to 25,000 watts night. Delay pending D/T's technical construction and operating certificate.

**#68-127 APPROVED.** Souwesto Broadcasters Ltd. for power increase from 1,000 to 10,000 watts, for CHLO, St. Thomas, Ont.

**#68-128 APPROVED.** Studio at Burlington, Ont. for CHAM Hamilton for Rogers Broadcasting Ltd.

**#68-129 APPROVED.** New network for Radiodiffusion Mutuelle Ltée. Mutual Broadcasting Ltd., consisting of CJMS Montreal, CJRS Sherbrooke, CJRC Ottawa, CJRT Trois Rivières and CJRL Quebec City.

**#68-130 APPROVED.** Sundre and District Chamber of Commerce for new TV station at Sundre, Alta. to pick up programs from CFCN-TV Calgary.

**#68-139 DENIED.** Chateau Broadcasting Co. Ltd., CFMB, Montreal, to transfer 3,785 common and 258 preferred shares to CHUM Ltd. Toronto.

**#68-140 APPROVED.** Ralph Snelgrove Television Ltd., Barrie, Ont., transfer of 3,785 common shares from Geoffrey W. Stirling to CHUM Ltd., Toronto.

**#68-141 APPROVED.** CJLR Inc., Quebec City, to transfer 2,500 common and 325 preferred shares to Radiodiffusion Mutuelle Ltée. Mutual Broadcasting Ltd.

## MARCH 18, 1969

**#69-1 APPROVED.** New AM undertaking at Grand Forks, B.C. for Okanagan Radio Ltd., with other studios at Penticton and Osoyoos. Frobisher Bay, N.W.T. for power increase from 40 to 250 watts at new antenna site.

**#69-2 APPROVED.** License amendment for CBC's CFFB

**#69-3 APPROVED.** Permission to Soo Line Broadcasting Co. Ltd. to change location of main studio for CJSL Estevan, Sask.

**#69-4 APPROVED.** Permission to Radio Atlantic Ltd., to change location of main studio for CFNB Fredericton, N.B.

**#69-5 APPROVED.** Permission to Southern Manitoba Broadcasting Co. Ltd. to relocate standby transmitter for CFAM Altona at main studio.

**#69-6 APPROVED.** New Frontier Package TV undertaking for CBC at Dawson, Y.T.

**#69-7 APPROVED.** New Frontier Package TV undertaking for CBC at Clinton Creek, Y.T.

**#69-8 APPROVED.** New Frontier Package TV undertaking for CBC at Fort Smith, N.W.T.

**#69-9 APPROVED.** New TV undertaking at Shalalth, B.C. for Twin Cities Television Ltd., to receive off-air programs from CFCR-TV-6 Mt. Timothy.

**#69-10 APPROVED.** License amendment for CFCN Television Ltd. to increase ERP for CFCN-TV-6 Lethbridge, Alta.

**#69-11 APPROVED.** New TV undertaking for CBC at Beardmore, Ont., to receive off-air programs from CBLAT Geraldton, Ont.

**#69-73 APPROVED.** New LPRTs for CBC at MacKenzie, B.C., Belle Côte, N.S. and Cheticamp, N.S.

**#69-74 APPROVED.** License amendment for CBC LPRT CBFF at Chibougamau, Que. for change of antenna site.

**#69-75 APPROVED.** License amendment for CBC LPRT CBXK at Pemberton, B.C. for change of frequency.

## MARCH 21, 1969

**#69-76 APPROVED.** Conditional renewal for CKPR Port Arthur, Ont. to March 31, 1971.

**#69-77 APPROVED.** License renewal to March 31, 1971 for CHAD Amos, Que.

**#69-78 APPROVED.** License renewal for CKJL St. Jerome, Que. to March 31, 1970.

**#69-79 APPROVED.** License renewal for CKWW Windsor, Ont. to March 31, 1970.

**#69-80 APPROVED.** Conditional renewal for CKNB Campbellton, N.B. to March 31, 1971.

**#69-81 APPROVED.** License renewal for CKCW Moncton, N.B. to March 31, 1970.

**#69-82 APPROVED.** License renewal for CFRW Winnipeg, Man. to March 31, 1970.

**#69-83 APPROVED.** License renewals for CHEF Granby, Que., CJBM Causapscal, Que. and CJBR Rimouski, Que. to March 31, 1970.

**#69-84 APPROVED.** License renewals for CFOB Fort Frances, Ont., CKDR Dryden, Ont., CFOS Owen Sound,

Ont., CJLR Kenora, Ont. and CJLR Quebec, Que. to March 31, 1971.

**#69-85 APPROVED.** License renewals for LPRTs CBEB Manitouwadge, Ont. and CBEC Elliot Lake, Ont. to March 31, 1974.

**#69-86 APPROVED.** New TV undertaking for CBC at Chibougamau, Que.

**#69-87 APPROVED.** Permission to British Columbia Broadcasting System Ltd., licensee of CHAN-TV Vancouver and four rebroadcasting stations, and owner of all issued shares of CHEK-TV Victoria, to transfer 1900 class "A" common and 2 class "B" common shares in Derston Investment Corp. Ltd. to Western Broadcasting Co. Ltd.

**#69-88 APPROVED.** Permission to CFCN Television Ltd., licensee of CFCN-TV Calgary and four rebroadcasting stations, to transfer 21,288 common shares to Maclean-Hunter Ltd.

**#69-89 APPROVED.** Permission to The Voice of the Prairies Ltd., licensee of CFCN and CFVP Calgary, to transfer 2400 common shares to Maclean-Hunter Ltd.

**#69-90 DENIED.** Application by Radio Winnipeg Ltd., licensee of CFRW AM-FM Winnipeg, to transfer 51,453 Class "A" and 1,148,272 class "B" shares to Hector F. Dougall.

**#69-91 APPROVED.** Permission to Paul Télévision Service Ltée., operator of CATV service at Val D'Or and Bourlamaque, Que. to transfer all issued shares of capital stock, 18 common shares each to Roland Hamel, Armand Gervais, Julien Foucault, Robert Dumas, Joseph Coulombe and Denis Legault, and 15 shares to Alphonse Dubois.

**#69-92 APPROVED.** Permission to CJCH Ltd., licensee of CJCH-TV Halifax, and three rebroadcasting stations, to transfer 320 common shares in CJCH Ltd. to CTV Television Network Ltd., and 504 common shares in CTV Atlantic Ltd. (a CJCH Ltd. shareholder) to CTV Television Network Ltd.

**#69-93 APPROVED.** License amendment for CKTR (1958) Ltée. to boost power and change antenna site for CJTR Trois-Rivières, Que.

**#69-94 APPROVED.** License amendment for La Compagnie de Radiodiffusion de Shawinigan Falls Ltée.-The Shawinigan Falls Broadcasting Co. Ltd., to increase power for CKSM Shawinigan Falls, Que.

**#69-95 APPROVED.** Conditional license renewal for CKLW Windsor, Ont., to September 1, 1970, and denial of request for exemption from Order-in-Council P.C. 196B-1809. Licensee has 17 months to comply, or dispose of station's assets.

**#69-96 APPROVED.** License renewals to September 1, 1970 for five Ontario, five Alberta, two B.C. and three Quebec AM stations.

**#69-97 APPROVED.** License renewal to June 30, 1969 for CFOM Quebec, Que.

**#69-98 APPROVED.** License amendment for Radio Niagara Ltd., to change power and frequency for CJRN Niagara Falls, Ont.

# THE CANADIAN ASSOCIATION OF BROADCASTERS L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS

LORD RITCHIE CALDER  
(Keynote speaker)  
"Educational Television and  
the Future of Telecommunications"

AL SLAIGHT'S PANEL  
"A Seminar on Radio Programming"

PROFESSOR MARTIN MALONEY  
"Is Violence The TV Message?"

ANNUAL DINNER  
'An Evening in the Silver Slipper'  
- a gay nineties gala -

JOHN TEBBEL  
"The Battle of Credibility Gap"

BERT CANNINGS' PANEL  
"The Genesis and Coverage  
of Violence by News Media"

MURRAY CHERCOVER'S PANEL  
"Television Programming -  
The Future. Challenge and Change"

## 1969 - AGENDA -

### A N N U A L T U E S D A Y

6:00-8:00 p.m. - President's reception -  
Alberta Room, Chateau  
Lacombe

### N M O N D A Y

- Alberta Room, Chateau Lacombe  
9:30 - President's Address  
9:45 - Keynote Address -  
Lord Ritchie Calder

10:45 - Address: Professor John Tebbel,  
Department of Journalism,  
New York University  
2:30 - Radio Programming  
Panel: Chairman A. Slight  
and Canadian and American  
experts on Radio Programming and  
Radio Measurement

### L T U E S D A Y

9:30 - Television Programming -  
"The Future. Challenge and Change"  
Chairman M. Chercover.

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12:00 - Quarter Century Club Reception  
1:00 - Quarter Century Club Luncheon,  
Chateau Lacombe,  
McDougall and Klondike Rooms  
2:30 - Address: Professor Martin J. Maloney  
Department of Radio-Television-Film,  
Northwestern University  
3:15 - "The Genesis and Coverage of  
Violence by News Media"  
Chairman A.G. Cannings.

### T W E D N E S D A Y

9:30 - Business Meeting - The Macdonald  
12 noon - BES Reception - The Rotunda  
Chateau Lacombe  
12:30 - BES Luncheon - former Alta. Premier  
the Hon. E. C. Manning, Alberta Room,  
Chateau Lacombe  
2:30 - Business Meeting - The Macdonald  
6:00-7:00 - Reception, Eldorado Room,  
The Macdonald  
7:15 - Dinner - Tonquin Room

(Programming draws the audience that is our bread and butter. That's why the theme of this year's meeting - PROGRAMMING, Broadcasting's Product - is so vital to us all in the broadcasting business).



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 ATLANTA  
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 HOLLYWOOD  
 SAN FRANCISCO

**CRTC DECISIONS**  
 - CABLE TV -

All applications below have been approved except those designated "denied" or "delayed" in the fourth column.

#68-68	Eastern Cablevision Ltd.	Truro-Bible Hill, N.S.	2 years
#68-69	H & B Communications Ltd.	Edmundston-St. Basile, N.B.	1 year
#68-70	Guérrette Télévision Communautaire Ltée.	St. Quentin, N.B.	2 years
#68-71	Guérrette Télévision Communautaire Ltée.	Kedgwick, N.B.	2 years
#68-72	North Shore Community Television Ltd.	Campbellton, N.B.	2 years
#68-73	Saint John Cablevision Ltd.	Saint John, N.B.	Denied
#68-74	Fundy Cablevision Ltd.	Saint John, N.B.	Delayed
#68-75	Alexander Clayton Weatherby	St. Stephen-Milltown, N.B.	2 years
#68-76	City Cablevision Ltd.	Fredericton, Nashwaaksis, Silverwood, Marysville, N.B.	1 year
#68-77*	City Cablevision Ltd.	Oromocto, N.B.	Denied
#68-78	Woodstock Community TV Ltd.	Woodstock, N.B.	2 years
#68-79	Sydney Neal Thistle	Baie Verte, Nfld.	2 years
#68-80	Coratel Services Ltd.	Colchester Hospital, Truro, N.S.	1 year
#68-89	Rocky Mountain CATV Ltd.	Hinton-Drinnon, Alta.	2 years
#68-90	Reliance Distributors of B.C. Ltd.	Squamish, B.C.	2 years
#68-91	Banff Community Antenna Ltd.	Banff, Alta.	2 years
#68-92	Valley Televue Ltd.	Chilliwack, B.C.	2 years
#68-93	Delta Cable Television Ltd.	Fraser River Delta, Ladner Beach Grove, Boundary Bay, English Bluff, Port Guichon, Tsawwassen, B.C.	2 years
#68-94	Delta Cable Television Ltd.	Fraser River Delta, North Delta, Annieville, Sunshine Hills, B.C.	2 years
#68-95	Campbell River TV Association	Campbell River, B.C.	2 years
#68-96	Cowichan Valley TV Ltd.	Duncan-North Cowichan, B.C.	2 years
#68-97	M.S.A. Cablevision Ltd.	Abbotsford, Clearbrook, Huntington, B.C.	2 years
#68-98	Lake Video Service Ltd.	Lake Cowichan, Mesachie Lake, & Honeymoon Bay, B.C.	2 years
#68-99	Aristocrat Cookware Ltd.	Salt Springs Island	2 years
#68-100	Greater Winnipeg Cablevision Ltd.	Greater Winnipeg east of Red River (Copy A below)	1 year
#68-131	Skyline Cablevision Ltd.	National Capital Region south of the Ottawa River, east of Bank St. and east of the Rideau River, part of Gloucester St. and Osgoode, Ont.	2 years
#68-132	Ottawa Cablevision Ltd.	Ottawa west of Bank St. and the Rideau River and parts of Nepean, March & Goulbourn twps., Ont.	2 years
#68-133	Ottawa Cablevision Ltd.	Hazeldean, Ont.	2 years
#68-134	Synrock Cablevision Ltd.	Rockland, Ont.	2 years
#68-135	Black Lake Television Inc.	Black Lake, Que.	2 years
#68-136	Thetford Video Inc.	Thetford Mines, Que.	2 years
#68-137*	Emile Couture	Thetford Mines & Black Lake, Que.	Denied
#68-138	H & B Communications Ltd. City Cablevision Ltd.	Edmundston, St. Basile, N.B. Fredericton, Nashwaaksis, Marysville, N.B.	2 years
	Coratel Services Ltd. Greater Winnipeg Cablevision Ltd.	Truro, N.S. Winnipeg, Man.	
	The above applicants were granted extensions of their licenses from one year to . . . . .		2 years

1969

#69-12	A Couturier & Fils Ltée.	Marsoui Gaspé Nord, Que.	2 years
#69-13	Maurice Guesthier	Ste. Adèle, Que.	2 years
#69-14	Normand Paré	Waterville, Que.	2 years
#69-15	Gilles Buisson	Lac Aux Sables, Que.	2 years
#69-16	Jean Paul Forand	Waterloo, Que.	2 years
#69-17	Transvision Cowansville Inc.	Cowansville, Que.	2 years
#69-18	Henri Latulippe	Mégantic, Que.	2 years
#69-19	Henri Latulippe	Woburn, Que.	2 years
#69-20	Philippe Chabot (La Coopérative TV Lac Edouard)	Lac Edouard, Que.	2 years
#69-21	Louis Marie Nadeau	East Broughton, Que.	2 years
#69-22	Gerald Labelle	St. Come, Que.	2 years
#69-23	René Bernard	St. Joseph, Que.	2 years
#69-24	Fernand Rondeau	St. Michel, Que.	2 years
#69-25	Victor Rancourt	St. Ludger, Que.	2 years
#69-26	Victor Rancourt	St. Théophile, Que.	2 years
#69-27	Victor Rancourt	St. Benoît-Labre, Que.	2 years

#69-28	Aquila Filion	St. Jovite, Que.	2 years
#69-29	Alfred Picard	Girardville, Que.	2 years
#69-30	Alfred Picard	Normandin, Que.	2 years
#69-31	Alfred Picard	St. Thomas Didyme, Que.	2 years
#69-32	Alphonse Doré	Lac Carré, Que.	2 years
#69-33	Clément Paquet	Labelle, Que.	2 years
#69-34	Transvision Granby Inc.	Granby, Que.	2 years
#69-35	Edouard N. Roy	Sawyerville, Que.	2 years
#69-36	Bertrand Lisée	Weedon, Que.	2 years
#69-37	Video Dery Limitée	St. Raymond, Que.	2 years
#69-38	Normande L. Masson	Anse St. Jean, P.Q.	2 years
#69-39	Normande L. Masson	Petit Saguenay, Que.	2 years
#69-40	Beloëil Transvision Inc.	Beloëil & McMasterville, Que.	2 years
#69-41	Lachute Cable Vision Inc.	Lachute, Que.	2 years
#69-42	Vidéotron Ltée.	Buckingham, Masson, Que.	2 years
#69-43	Vidéotron Ltée.	Mont Laurier, Que.	2 years
#69-44	Edouard Dufresne	Amos, Que.	2 years
#69-45	Marcel Parent	Ste. Germaine Station, Que.	2 years
#69-46	Cie. Cable Vision de Hawkesbury, Ltd.	Village of Grenville, Que.	2 years
#69-47	Paul Télévision Service Ltée.	Val D'Or & Bourlamaque, Que.	2 years
#69-48	Lakeshore Community Television Ltd.	Terrace Bay, Ont.	2 years
#69-49	Lakeshore Community Television Ltd.	White River, Ont.	2 years
#69-50	John A. Brown	Haileybury, Ont.	2 years
#69-51	John A. Brown	New Liskeard, Ont.	2 years
#69-52	Harry Assad	Geraldton, Ont.	2 years
#69-53	Harry Assad	Beardmore, Ont.	2 years
#69-54	Roy Orvis	Dryden, Ont.	2 years
#69-55	Yvon J. Aubé	Mattice, Ont.	2 years
#69-56	Roy E. Nowry	Swastika, Ont.	2 years
#69-57	Radio & TV Distribution Ltd.	Parry Sound, Ont.	2 years
#69-58	Hastings Cable Vision Ltd.	Madoc, Ont.	2 years
#69-59	Maclean-Hunter Cable TV Ltd.	North Bay, Ont.	2 years
#69-60	Maclean-Hunter Cable TV Ltd.	Owen Sound, Meaford, Ont.	2 years
#69-61	Maclean-Hunter Cable TV Ltd.	Midland, Penetanguishene, Ont.	2 years
#69-62	Maclean-Hunter Cable TV Ltd.	Collingwood, Ont.	2 years
#69-63	Deep River Video Ltd.	Deep River, Ont.	2 years
#69-64	Brockville Amusements Ltd.	Brockville, Ont.	2 years
#69-65	Smiths Falls Cablevision Ltd.	Smiths Falls, Ont.	2 years
#69-66	Cottager's Security & Service Ltd.	Minden, Ont.	2 years
#69-67	Cottager's Security & Service Ltd.	Haliburton, Ont.	2 years
#69-68	Cie. Cable Vision de Hawkesbury Limited	Hawkesbury, Ont.	2 years
#69-69	Ray M. Sisson	Schreiber, Ont.	2 years
#69-70	Pembroke Cablevision Ltd.	Pembroke, Ont.	2 years
#69-71	Nor-Video Services Ltd.	Atikokan, Ont.	2 years
#69-72	Lakeshore Community Television	Red Rock, Ont.	2 years

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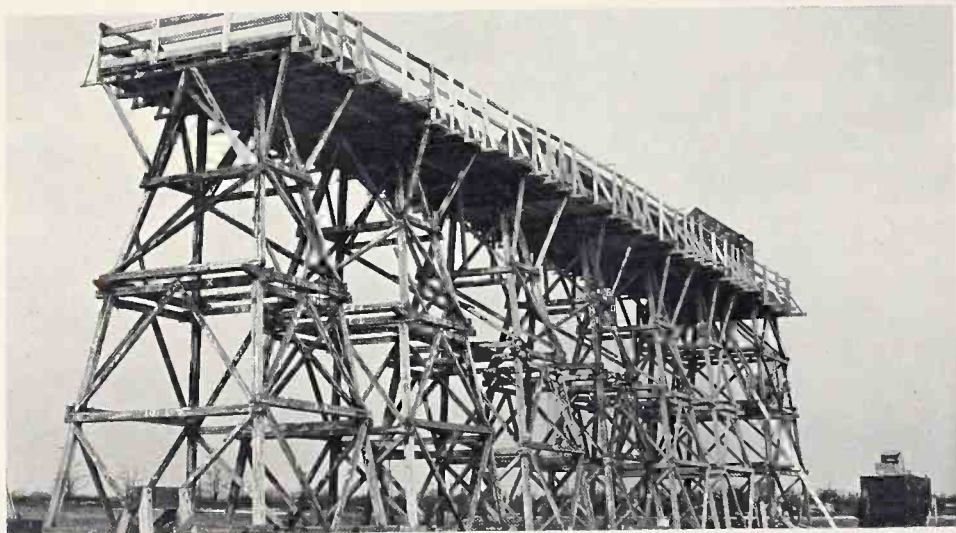
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